

Kelly Nelson

www.kellynelsondesign.com

Kelly@kellynelsondesign.com

949.275.7876

- Qualifications** Over eight years of professional and freelance experience in advertising, marketing, digital, print, mobile, and social media. Capable of managing multiple projects.
- Software** Adobe CC 2018 (InDesign, Photoshop, Illustrator) Sketch, and InVision.
- Education** 8/01 to 5/05 **Academy of Art University, New Media, San Francisco, CA**
Bachelor of Fine Arts in Computer Arts
- Experience**
- 9/17 to current **Production Designer, One Medical, San Francisco, CA**
- Update and create marketing collateral (brochure, posters, flyers and postcards)
 - Create multiple email campaigns
 - Create marketing material across enterprise, corporate, B2B and consumers
- 9/15 to 3/17 **Production Designer, CBS Interactive, San Francisco, CA**
- Design support for Cnet, Cnet Español, and Roadshow
 - Creating infographics for editorial team
 - Creating social media post cards
- 8/08 to 9/15 **Freelance Visual Designer, Kelly Nelson Design, San Francisco/Los Angeles, CA**
- *SF Clients:* Ready State, Revel Systems, Swirl Advertising, Saba Software
 - *LA Clients:* 1-800-Dentist, Match Creative, The Strausburg Agency
 - Designed social media post cards, mastheads, channel art, video end cards, and video thumbnails
 - Designed banner ads (web and mobile), landing pages, emails, and interactive PDFs
 - Created mobile versions of desktop sites
 - Created style guide and annotated PSDs for dev teams
- 9/11 to 6/12 **Visual Designer, Intuit Financial Services, Woodland Hills, CA**
- Created signs, banner, posters, sales, and data sheets for marketing conference
 - Developed and designed banner ads, mobile ads, landing page in various unit sizes for TurboTax
 - Created and updated interactive marketing collateral quarterly
- 4/11 to 9/11 **Visual Designer, 1-800-Dentist, Los Angeles, CA**
- Created UI from wireframes for Customer Service Reps
 - Developed and designed banner and mobile ads
 - Designed and maintained monthly e-newsletters
 - Designed print ads for marketing B2B clients
 - Created and developed variant marketing email blasts
- 3/09 to 2/11 **Web Designer, Kaiser Permanente, Pasadena, CA**
- Managed and designed marketing templates for KP.org enterprise website
 - Designed new templates for landing pages and microsites adhering to strict brand style guides
 - Designed web pages based on wireframes
 - Managed quality control and design on KP.org enterprise sites across multiple browsers
 - Designed and maintained landing pages for monthly e-newsletter
 - Created and updated style guides
- 5/07 to 8/08 **Graphic Designer, Experian Consumer Direct, Irvine, CA**
- Developed and created marketing banner ads for FreeCreditReport.com
 - Designed multi-variant landing pages for testing
 - Implemented modifications and updates to ECD affiliated enterprise websites