

# KELLIE WRIGHT

Provisional RGD

## CONTACT

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wrightidea.ca

## SKILLS

Conceptual Thinking	Optimism
Quick Learning	Leadership
Problem Solving	Collaboration
Resourcefulness	Adaptable
Organization	Entrepreneurial

## PROGRAMS & TECH

Illustrator CC	Invision
Photoshop CC	HTML & CSS
InDesign CC	Wordpress
After Effects CC	Powerpoint
Adobe Muse CC	Google Slides
Sketch	Google Docs

\*References available upon request.

## INTERESTS



Reading



Sci-Fi



Health &  
Wellness



Yoga



Travel &  
Nature



Art &  
Design

## EDUCATION

### UX DESIGN FOUNDATIONS

**Certificate Program**  
RED Academy, Toronto

Jan 2017 - Apr 2017

### GRAPHIC DESIGN

**Advanced Diploma**  
St. Lawrence College, Kingston

Sept 2011 - Apr 2014

### ADVERTISING & MARKETING

**12 Courses Completed**  
St. Lawrence College, Kingston

Sept 2010 - Apr 2011

## EXPERIENCE

### CREATIVE DIRECTOR

**Elite Digital**

**Oct 2015 - Present**

I collaborate with Project Managers and Marketing Strategists to establish strategic and artistic direction for large client websites, advertising campaigns, and branding projects. I oversee all aspects of the projects from site-mapping and content planning, to userflows, wireframes, design direction, and quality assurance. I guide the design team through projects, acquire new talent, lead brainstorming sessions, and have successfully lead the strategy and execution of multiple large RFPs.

### FREELANCE DESIGNER

**Wright Idea Design**

**Sept 2012 - Dec 2017**

I have worked on a broad range of projects for freelance clients. This includes everything from branding, to illustration and print projects, package design for retail products, and website design. I come up with original concepts, execute design, and communicate with clients from start to finish, ensuring projects align with the client's goals and make them stand out.

### WEB DESIGNER

**FrontRunner Professional**

**Oct 2014 - Oct 2015**

I designed custom websites for clients, as well as new themes for the theme library on the company-built CMS. I also converted designs into coded templates using CSS, HTML, and media queries to ensure all sites were responsive, while working closely with the Creative Director on all projects.

### GRAPHIC DESIGNER

**Spark Production House**

**Dec 2013 - May 2014**

I worked with another designer to establish the agency's branding, handled projects independently on strict timelines, and came up with creative strategies and direction for client projects. I also lead the agency's original website creation.

### GRAPHICS ASSISTANT

**Student Association, SLC**

**May 2013 - June 2014**

I worked in the copy center providing print services to students and created various print materials for student related events. I also came up with concepts for various events and campaigns that were hosted and organized by the Student Association.