

KELLIE WRIGHT

Provisional RGD

Art Director | Brand Expert | Big Thinker
Problem Solver | Sketcher of Everything

CONTACT

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wrightidea.ca

SKILLS

DESIGN

Art Direction
Product Design
Branding
Print Design
Packaging
Animation
Storyboarding
Illustration

UX

User Research
Personas
Sitemapping & IA
Wireframing
Prototyping
Interaction Design
User Testing
Project Management

TOOLS

Sketch
XD
Illustrator
Photoshop
InDesign

After Effects
Invision
HTML & CSS
Wordpress
Powerpoint

*References available upon request.

INTERESTS



Reading



Sci-Fi &
Fantasy



Health &
Wellness



Yoga



Travel &
Nature



Art &
Design

EDUCATION

UX DESIGN FOUNDATIONS

Certificate Program
RED Academy | Toronto, ON

Jan 2017 - Apr 2017

GRAPHIC DESIGN

Advanced Diploma
St. Lawrence College | Kingston, ON

Sept 2011 - Apr 2014

ADVERTISING IMC

1 Year Completed
St. Lawrence College | Kingston, ON

Sept 2010 - Apr 2011

EXPERIENCE

DIGITAL CREATIVE DIRECTOR

Elite Digital | Toronto, ON

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 | Kingston & Toronto, ON

Sept 2012 - Dec 2017

I have worked on a broad range of projects for freelance clients. This includes branding, website design, illustration and print projects, and packaging. 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 reaches the target audience.

PRODUCT DESIGNER

FrontRunner Professional | Kingston, ON

Oct 2014 - Oct 2015

I worked with product designers to create design templates to add to the core product and then coded those templates for use. I participated in brainstorming sessions for new product features, and collaborated with the Creative Director on solutions to integrate new features into the system. I also designed custom websites for clients, as well as new themes for the theme library and transitioned all older themes to responsive designs.

DESIGNER

Spark | Kingston, ON

Dec 2013 - May 2014

I worked with another designer to establish the agency's branding, prototyped digital tools for use in classrooms, and provided a website solution for the agency.

GRAPHICS ASSISTANT

St. Lawrence College | Kingston, ON

May 2013 - June 2014

RESEARCH ASSISTANT

St. Lawrence College | Kingston, ON

May 2012 - Sept 2012