

KELLIE WRIGHT

Provisional RGD

Art Director | Designer | Big Thinker
Problem Solver | Sketcher of Everything

CONTACT

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SKILLS

DESIGN

Creative/Art Direction
Branding
Web/App Design
Print Design
Packaging
Storyboarding
Illustration
Sketching

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
Google Tools

*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

CREATIVE DIRECTOR

Elite Digital | Toronto, ON

Oct 2015 - Present

- Provide creative solutions to solve problems for client projects; including websites, branding, apps, print, and ad campaigns
- Initiate brainstorming sessions and workshops for new work
- Create moodboards, write creative briefs, conduct research, develop concepts, collaborate with designers and copywriters
- Guide and collaborate with designers to execute the best quality work, keep on brand, and ensure proper direction
- Lead the strategy and execution of multiple large RFPs
- Acquire new creative talent for the agency and contribute to building on and improving processes

FREELANCE DESIGNER

Wright Idea | Kingston & Toronto, ON

Sept 2012 - Dec 2017

- Come up with original concepts, execute design, and provide design solutions to solve business problems
- Communicate openly with clients from start to finish
- Ensure projects align with the client's goals and reaches the target audience

PRODUCT DESIGNER

FrontRunner Professional | Kingston, ON

Oct 2014 - Oct 2015

- Design custom websites for clients, as well as new themes for the theme library
- Work in tandem with other product designers to create new design templates to add to the core product
- Develop and code templates for use in the CMS
- Participate in brainstorming sessions for new product features
- Collaborate with the Creative Director on solutions to integrate new features into CMS

DESIGNER

Spark | Kingston, ON

Dec 2013 - May 2014

- Collaborate with another designer to establish and develop the agency's branding
- Prototype digital tools for use in classrooms
- Provide a website solution for the agency

GRAPHICS ASSISTANT

St. Lawrence College | Kingston, ON

May 2013 - June 2014