KELLIE WRIGHT

Provisional RGD

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

CONTACT

647 458 6946
Ottawa, Ontario
kelliemariewright@gmail.com
wrightidea.ca

SKILLS

CREATIVE
Creative/Art Direction
Branding
Web Design
Print Design & Prep
Packaging
Storyboarding
Illustration
Sketching

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

TOOLS

Illustrator
Photoshop
InDesign
Sketch
Adobe XD

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   Jan 2017 - Apr 2017
RED Academy | Toronto, ON

GRAPHIC DESIGN
Advanced Diploma   Sept 2011 - Apr 2014
St. Lawrence College | Kingston, ON

ADVERTISING IMC
1 Year Completed   Sept 2010 - Apr 2011
St. Lawrence College | Kingston, ON

EXPERIENCE

UX LEAD/DESIGNER
FarmLead | Ottawa, ON   Apr 2019 - Present
- Collaborating with the product team to determine feature priority for the product
- Create userflows for each user story to determine the easiest path for users to accomplish the task and solve problems for secondary paths in the flow
- Design wireframes for features to determine easiest functionality for the personas
- Collaborate with the UI Designer to make decisions about colours, styling, and accessibility of the interface
- Experimentation with other apps to discover common trends for different feature requirements
- Conduct user research to define the product personas and problem space
- Analyzing research to come up with patterns and present findings to key stakeholders and team members
- Run brainstorming sessions to gather new ideas to solve problems for our personas, utilizing key findings from research
- Review marketing materials to ensure that they're on-brand

CREATIVE/ART DIRECTOR
Elite Digital | Toronto, ON   Nov 2015 - Mar 2019
- Provide creative solutions to solve problems for client projects; including websites, branding, apps, print, and ad campaigns
- Conducting discovery sessions with clients to understand their goals, expectations, and current brand direction
- Initiate brainstorming sessions and workshops for new work
- Create moodboards and style guides to establish visual direction for all projects
- 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
- Present concepts to clients and ensure the work aligns with their goals and vision

KELLIE WRIGHT

Provisional RGD

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

CONTACT

647 458 6946
Ottawa, Ontario
kelliemariewright@gmail.com
wrightidea.ca

SKILLS

CREATIVE
Creative/Art Direction
Branding
Web Design
Print Design & Prep
Packaging
Storyboarding
Illustration
Sketching

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

TOOLS

Illustrator
Photoshop
InDesign
Sketch
Adobe XD

After Effects
Invision
HTML & CSS
Wordpress
Google Tools

*References available upon request.

INTERESTS

Reading

Sci-Fi & Fantasy

Health & Wellness

Yoga

Travel & Nature

Art & Design

EXPERIENCE CONT'D

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
· Create unique brands that speak to the clients business and target audience, including in-depth brand books
· Design packaging materials for consumer product
· Provide design consultation throughout the project
· Communicate openly with clients from start to finish
· Ensure projects align with the client's goals and reaches the target audience

WEB 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

GRAPHIC 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

RESEARCH ASSISTANT
St. Lawrence College | Kingston, ON   May 2012 - Sept 2012