



CHELSEA LEIGH KENNEDY
GRAPHIC DESIGN & ILLUSTRATION

Dallas / Fort Worth
Portfolio housed on theoutli3r.com
Inquiries received via theoutli3r@gmail.com

SUMMARY.

A talented and tireless design professional who does what she loves and loves what she does. Experienced and passionate about creating innovative solutions to solve marketing problems, she also boasts a great taste in music and an even better taste in hand-whipped caramel recipes. Samples granted upon request.

SKILLS.

TECHNICAL.

Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Adobe Lightroom
Adobe Dreamweaver
Procreate
Microsoft Office
basic HTML / CSS

ARTISTIC.

graphic design
stylized and technical illustration
art direction
mobile / app / web design
print and publication design
packaging design
product development
brand creation and management
photographic post work
social media marketing

PERSONAL.

certified equestrian instructor
award-winning hydrangea gardener
art history nerd
outspoken capslock advocate
half-marathon trainee
amature snowboarder
small rodent enthusiast

EDUCATION.

ABILENE CHRISTIAN UNIVERSITY

Graduate - BFA Graphic Design & Therapeutic Psychology (Class of 2014)

ACU Dean's Award Recipient & Member of ACU Dean's List	2011 - 2014
Member of the YPB Marching / Concert Bands	2010 - 2014
Member of GATA Women's Social Club	2011 - 2014

EXPERIENCE.

BROWNLOW GIFTS

Graphic Designer (2016 - Present)

Directed and implemented a company-wide visual rebrand. Developed a style guide, logo, and other corresponding marketing assets. Responsible for designing layouts and directing photography for promotional catalogs and lookbooks. Created custom products featuring hand-lettered typography and illustrative design.

ADVOCARE INTERNATIONAL

Graphic Designer (2015 - 2016)

Collaborated on a team of fellow creative professionals to develop high-end marketing solutions. Responsible for product packaging and merchandise creation, as well as various illustrative and animation-focused projects. Contributed to and created assets for social media campaigns, e-commerce, company web / microsites, and mobile apps.

WISTERIA

Graphic Designer (2014 - 2015)

Collaborated on a team of fellow creative professionals to develop brand-aware marketing assets. Responsible for crafting emails and corresponding web components, as well as signage and product displays for in-store merchandising.

EXPERIENCE.

MARSHALL CREEK RANCH

Senior Wrangler / Horseback Riding Instructor (2011 - Present, weekends only)

Worked on a large team of fellow equine enthusiasts to create a fun and safe environment in which customers, students, and campers could feel confident both in the saddle and on the ground.

FORT WORTH MUSEUM OF SCIENCE & HISTORY

Museum School Teacher (2007 - 2014)

Responsible for creating an exciting, high-energy atmosphere in which children and teens actively engaged in hands-on art and science-related activities. Interacted personally and authentically with students while efficiently managing school resources, property, and classroom time.

REFERENCES.

For additional references, please inquire via theoutli3r@gmail.com. Thank you!