



# Chelsea Leigh Kennedy

Graphic Designer & Vector Artist

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## EXPERIENCE

### Graphic & Web Designer

WebPT · Phoenix, Arizona (Remote)

February 2021 — May 2024

- Spearheaded the production of four unique, interactive webinar slide decks. Ensured associated ad campaign material was memorable, visually striking, and aligned with content strategy, increasing viewer retention and participation by 20%.
- Orchestrated the integration of crucial branding elements into merchandise and marketing collateral for five major company events—both virtual and on-site—resulting in positive reviews from 95% of attendees in follow-up feedback sessions.
- Designed over 100 custom, hand-illustrated blog icons aimed to enhance visual appeal and entice user engagement, contributing to a 30% increase in website traffic and content sharing across other social media platforms.

### Graphic & Product Designer

Brownlow Gifts · Fort Worth, Texas (On Site)

October 2016 — January 2021

- Implemented a robust rebranding strategy that included a logo redesign, website refresh, and comprehensive branding guide—an initiative that led to a 45% increase in brand recognition and strengthened company market position amongst competitors.
- Directed four successful off-site photography shoots, generating a library of over 500 high-quality product images and digital assets featured in eight promotional catalogs and six associated lookbooks.
- Implemented a comprehensive approach to layout design through targeted A/B testing. Refined visual elements based on insights from clients and customer service teams, leading to a 30% boost in quarterly sales.

### Graphic & Web Designer

Advocare · Plano, Texas (On Site)

February 2015 — September 2016

- Headed the creation of four distinct print deliverables aimed at strengthening existing client relationships, resulting in 10 positive consumer base testimonials that reflected improved communication and brand loyalty.
- Developed packaging solutions in collaboration with the product team to modernize two key lines of health supplements. Ensured visuals resonated with target demographics, leading to a 10% increase in customer engagement following product launch.
- Teamed with two designers to create a series of animated web ads for three social media campaigns. Planned and facilitated five storyboarding sessions to revamp and implement a focused production pipeline for motion graphics.

### Graphic Designer

Wisteria · Farmer's Branch, Texas (On Site)

September 2014 — January 2015

- Conceptualized and executed two signage installments for seasonal, in-store merchandising—a pursuit that heightened visual appeal and increased customer engagement by 25%, which contributed to a 7% growth in foot traffic.
- Collaborated with a team of three creative professionals to implement a digital marketing strategy centering promotional landing pages and emails. This innovation resulted in over 1,500 unique clicks recorded in the first campaign alone.

## EDUCATION

Abilene Christian University · Abilene, Texas

Bachelors of Fine Arts: Graphic Design & Psychology

August 2010 — May 2014

## EXPERTISE

- Adobe Creative Suite: Photoshop, Illustrator, InDesign, Lightroom, After Effects, Premiere Pro, Dreamweaver, XD, Acrobat, Workfront
- Software: Procreate, Canva, Sketch, Figma, Wordpress, Microsoft 365, Google Workspace, Asana, HTML / CSS

## TECHNIQUES

- graphic design
- animation
- digital illustration
- color theory
- print design
- motion graphics
- wireframing
- brand identity
- web design
- video editing
- UI / UX
- project management
- typography
- infographics
- multimedia design
- creative strategy