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BEHANCE.NET/BKELSEYP

EDUCATION

La Roche College, Pittsburgh, PA

Bachelor of Science in Graphic Design, Graduated: August 2016

PennLPS, January 2019 - Present, Philadelphia, PA

Coding Boot Camp through the University of Pennsylvania College of Liberal and Professional Studies in collaboration with Trilogy Education Services Inc. Teaches full stack, learning frontend and backend technologies like HTML, CSS, JavaScript, jQuery, and MongoDB.

WORK EXPERIENCE AND INTERNSHIPS

Morgan & Morgan, Brooklyn, NY Junior Designer, April 2017– Present

- Cultivate and craft the branding for companies such as Ben Crump Law, Morgan & Morgan: Ambassadors, and Morgan & Morgan: forthepeople.com its subsidiaries Classaction.com, and Business Trial Group.
- Currently, work on the digital creative team tasks include designing marketing campaign emails, designing social media content, re-branding forthepeople.com, and converting print products into digital assets.
- Ensure brand consistency by conceptualizing and creating print, digital and environmental assets.
- Other responsibilities are web design, GIFs, infographics, email design, wireframes, digital and print ads, billboard designs, brochures, postcards, business cards, social media content, and other b2b materials.
- Spearheaded special-interest projects that emphasized interoffice collaboration.
- Member of the #CultureClub. Goals are to cultivate interoffice communication, create events, boost morale, and make "fun" a priority.

Penn Mutual Life Insurance Company, Horsham, PA Graphic Design Intern, September 2016 – April 2017

- Developed and designed visuals for Penn Mutual by maintaining the visual integrity.
- Conducted client meetings, information sessions, design development, and presentations.
- Created corporate materials, event marketing tools, social media campaigns, conference promotional collateral, newsletters and other projects.
- Developed web elements and motion graphic videos.

Iperdesign, Philadelphia, PA Graphic Design Intern, June 2016 – July 2016

- Experienced client and conceptual meetings. Discussed design goals and presented initial brainstorming ideas.
- Meritoriously researched and developed digital design collateral.
- Coordinated with the creative director, senior designers, and developers to create engaging, innovative, and interactive solutions while using UI/UX methods.

HONORS & AWARDS

2016 Positive Space Award Show, La Roche College: 2ND Place Poster and Promotion 2016 Honorable Mention, La Roche College Senior Show: Capstone Design 2016 Adobe Design Achievement Award: Semifinalist, Commercial - Print/ Graphic/ Illustration 2016 Adobe Design Achievement Award: Semifinalist, Social Impact - Web/ App/ Game Design 2016 Adobe Design Achievement Award: Semifinalist, Commercial - Packaging Design

SKILLS

Creativity, Communication,
Time Management, Marketing
Typography, Layout Design
Adobe Creative Cloud (CS6 and above)
UI/UX Research and Design

Wordpress, Sketch HTML5, CSS, Javascript Microsoft Office, Keynote, Invision, Outlook Google Drive, Dropbox, Mac and PC Platforms Basecamp, Trello, Function Fox, Slack,