

KELLI R. PARKER

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SKILLS & AREAS OF EXPERTISE

Creative Direction
Visual Design & Typography

Adobe Creative Cloud Apps
Product Design & Management

HTML, CSS, Javascript, Figma
Slack, Office, Google Workspace

PROFESSIONAL EXPERIENCE

NEWS MEDIA

THE WALL STREET JOURNAL • DESIGN DIRECTOR • 2018-2022

- Combination art director, photo editor, print designer, product designer, team liaison, and product manager for 13 verticals in the [Professional Products](#) portfolio with \$16M in annual revenue
- Led the design of projects like the centennial of the [Tulsa Race Massacre](#), which was the top story for total audience on the day of publication with 466K total page views

NY DAILY NEWS • INTERACTIVE DEVELOPER • 2017-2018

- Built online tools, templates and interactive one-offs that extended newspaper storytelling and engaged readers in new ways including a countdown clock for the Royal Wedding and a tool that tracked rookie Yankee [Aaron Judge's home runs](#)
- Developed ideas alongside award-winning journalists on varied projects — from data-intensive presentations to complex maps and charts to fun quizzes and games, tackling subjects of local and national interest across departments

THE DENVER POST • FEATURES DESIGNER • 2005-2006

- Attracted and engaged younger readers by introducing a more urban, creative edge to the conservative features section.
- Revamped Sunday Business — traditionally a creative black hole — and transformed what others considered "boring" into something visually compelling

ALBANY TIMES UNION • DESIGN EDITOR • 2001-2005

- Functioned above title as Art Director, performing and supervising daily digital design of print products for all internal products and publications.
- Contributed concepts and design work to lifestyle, food, fashion and entertainment features as well as quarterly special projects

HEARST NEWSPAPERS • JOURNALISM FELLOW • 1999-2001

Inaugural member of a program where recruited journalists worked full-time for 2 years at four different newspapers in varied markets, receiving intense mentoring and real-world professional experience. Markets: *Midland Reporter-Telegram*, *Seattle Post-Intelligencer (R.I.P.)*, *Houston Chronicle*, *Albany Times Union*

CREATIVE MANAGEMENT

CHARLESTON COLLEGIATE SCHOOL • BOARD OF TRUSTEES • 2019-

- Marketing and Communications Committee Chairperson
- Act as a sounding board for the private school's creative strategies and tools, develop and hone innovative ideas and partner with staff to oversee a consistent and active communication strategy
- Lead the design and production of all school promotional and marketing materials for campaigns and promoting events

MIRROR NYC • CREATIVE CONSULTANT • 2016

Developed original creative concepts and approaches, oversaw multiple projects through execution, and managed and mentored a team of designers with a true, can't-ignore-it obsession with detail and high expectations in a fast-paced environment.

À DEUX: BESPOKE WEDDING PAPER • FOUNDER • 2008-2016

- Creative director and head of operations for award-winning luxury wedding stationery brand
- Oversaw simultaneous projects, each with specific audiences, stakeholders and sets of objectives while meeting deadlines and maintaining rigorous brand standards
- Hired, managed and mentored a 10-person team and curated a portfolio of high-end vendors and sub-contractors

BOSTON WEDDING GROUP • BOARD OF DIRECTORS • 2011-2015

- Organized annual programming for group's members and staff; managing total budget of \$100K
- Led annual open meeting committee that involved event planning and management, and on-site coordination of a gala with attendees in excess of 500 people

KRP CREATIVE, INC. • GRAPHIC DESIGNER • 2006-2009

- Developed art direction, branding, and user-centered online presences for startups, small businesses, and nonprofits
- Executed a wide variety of projects for clients including President Obama's inaugural festivities hosted by the Congressional Black Caucus, and Creative Direction for *Caribbean Living* magazine

EDUCATION

THE UNIVERSITY OF GEORGIA: *Bachelors of Journalism, Publication Management*

Operational skills and marketing strategies essential for successful leadership in traditional media with a focus on entrepreneurial thinking, business modelling and stakeholder management