

Kelsey

Robertson

CONSTRUCTIVE CONTENT CREATOR

PERSONAL PROFILE

I am an inquisitive fourth year at James Madison University pursuing a degree in Interactive Design. I like to figure out why things work + I have an innate passion for service, which has led me to minoring in Nonprofit Studies, as well as general business. I aim to combine my design skillset and servant's heart to find innovative ways to make products more accessible for all.

SKILLS

- UX / UI Design
- Graphic Design
- Project Management
- International Journalism
- Information Architecture

TOOLS

- Adobe Creative Cloud
- HTML
- CSS
- Github, Wix, WordPress, Squarespace
- Axure RP
- Microsoft Office Suite

Number

(540) 539-4387

Email

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LinkedIn

linkedin.com/in/kelseyerobertson

Portfolio

EXPERIENCE

Global Ambassador

Mar 2020 - Present

James Madison University - Center for Global Engagement

- Elected as Design Chair
- Design print promotional materials for overall marketing strategies and campaigns with Sketch
- Work closely with the Social Media and Promotion Coordinators to design images for the web, social media outlets, and other mediums for exposure
- Coordinate Study Abroad promotional events
- Offer peer advising for prospective and returning study abroad students

Intern

May 2020 - Aug 2020

Loudoun Mutual Insurance Co.

- Created and updated infographics to display current CDC guidelines, ensured guidelines were maintained throughout the office (COVID 19)
- Managed databases and metadata
- Provided customer service regarding questions, comments, or concerns
- Increased flexibility by assisting multiple departments when employees worked remotely

Nonprofit Studies Intern

Aug 2019 - Aug 2020

New Creation

- Designed print and web promotional materials
- Assisted in planning and executing fundraising events
- Strengthened community outreach skills and customer service

ACCOMPLISHMENTS

- 2019 JMU's International Week Photo + Video Contest Winner
- Best Photo Story Nominee for the 2019 edition of The Urbino Project
- Deans List with GPA over 3.5

ACADEMIC BACKGROUND

James Madison University

Class of 2021

School of Media, Arts + Design

Dual minors in General Business + Nonprofit Studies

Università degli Studi di Urbino Carlo Bo

2019

Study Abroad , Digital Communication and Multimedia

- Gained intercultural communication experience
- Conducted interviews and research in conjunction with a translator
- Produced a multimedia story featured in the 2019 edition of the Urbino Project