

Kelsey Abbate

KELSEYABBATE.COM

Experience

2012 — PRESENT

SENIOR DESIGNER, UX STRATEGIST **DEEP FRIED ADVERTISING - NEW ORLEANS, LA**

Lead designer and/or developer on multi-faceted individual and team projects.

Worked directly with clients to deliver creative marketing solutions including branding, advertising, and promotional materials.

Projects entailed print/digital graphic design, website design & development, and active brand management.

2011

JUNIOR DESIGNER **DESIGN THE PLANET - NEW ORLEANS, LA**

Designed print and digital graphics.

Collaborated with senior team members on various print and web projects.

Awards

2017

AMERICAN WEB DESIGN AWARD 2017 GDUSA Web Design Awards

2016

AD PERSON OF THE YEAR Interactive Developer, 2016 Addy Awards, Advertising Club of New Orleans

Technical

PROFICIENCIES

Adobe Creative Suite

- Photoshop
- Illustrator
- InDesign
- XD

Web Development

- HTML
- CSS/SCSS
- Responsive Web Development
- WordPress CMS

WORKING KNOWLEDGE

Project Management & Administrative

- Paymo
- Highrise
- Microsoft Office

Web Development

- PHP
- Git

Email Marketing

- Mailchimp
- Constant Contact

Education

2011

BFA - STUDIO ART **MICHIGAN STATE UNIVERSITY - EAST LANSING, MI** Concentrations: Graphic Design, Printmaking