

Tal Kelly  
617.852.9455  
talkelly@gmail.com  
www.TalKelly.com



An excellent communicator who initiates conversations with infectious enthusiasm.  
Wearer of many hats, operating primarily from the right brain yet very logical and goal oriented.  
A mentor and collaborator who can distill a brain storming session into a striking user experience.

### *Independent Creative Consultant* (2011-2012)

Established the overall look and feel and user interface of several iOS applications.  
Concieved multiple brand identities complete with logo design, website and print collateral.  
Provided marketing solutions enhanced by utilizing social networking platforms.  
Took charge of interactive and digital advertising campaigns.

Flash ad campaigns | iOS UI and design | Facebook landing pages | branded Twitter themes | logo design | website design

### *Art Director and Founder at Blue Vellum* (2002-2011)

Hired, mentored and managed seven professionals.  
Led artistic vision of our users' experience.  
Facilitated B2C communication by providing well structured information in an effective UI.  
Directed the creation of both print and online ads to be consistent with company brand identity.  
Collaborated and negotiated with outside vendors such as printers and magazine account executives.  
Provided strategic direction. Led design team in creating a catalog of unique wedding invitations.  
Prioritized projects, organized timelines and managed budgets to optimize efficiency.

print and digital ad campaigns | brand identity | logo design | user experience | website design | packaging design

### *Senior Graphic Designer at Members Connect* (1999-2001)

Led and designed numerous print and online campaigns.  
Collaborated with printers, CEO's, copywriters and marketing personnel.  
Became the go-to person for problem solving and collaboration with partner companies.  
Designed cover, directed photographer, and laid out design of full 'GradPak' magazine.

landing pages | magazine layout | photoshoot direction | designed emails | print and digital ad campaigns

### *Software Quality Engineer at IBM* (1997-1998)

Began as college recruit with intent to become a developer.  
Created and executed test plans for web sites and demos.  
Discovered flaws in development, documentation, web design, and user interface.  
Trained with Jakob Nielson on principles of usability.

usability testing | HTML | quality assurance | user experience

AIG  
American Express  
AT&T  
Blue Vellum  
College Publisher  
Contiki Travel  
Dining In  
eGrad  
Ford  
Geico  
Germbook  
GORP travel  
Harvard Business School  
IBM  
Let's Go  
Linnens 'N Things  
Lotus  
Luminaire  
MBNA  
Members Connect  
Miffi Toys  
Omniala  
Pizza Hut  
Student City  
Ubid

Photoshop  
Illustrator  
InDesign  
Flash  
Fireworks  
Dreamweaver  
Acrobat  
QuarkXPress  
Pencil  
Omnigraffle  
HTML  
CSS

### *Objectives:*

I seek and thrive in an environment of innovation and excellence where I can engage clients and collaborate with coworkers in order to ignite my creative juices. At my ideal position, I strike a balance between: usability and beauty, print and interactive, technical tinkering and conceptual thinking.

### *Interests and Accomplishments:*

Mentored high school girls to concieve, design and pitch an app at Google's Technovation Challenge.  
Instructed a plethora of popular fitness and wellness classes in the Cambridge area for over ten years.  
Coordinated the museum pass program for Parent Talk, a Needham based family organization.  
Was featured in several articles and blogs about Blue Vellum's success.

### *Education:*

Graphic Design Certificate, Massachusetts College of Art  
Bachelors of Arts Degree, University of Massachusetts at Amherst