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Tal Kelly Freelance Art Director / Senior Designer

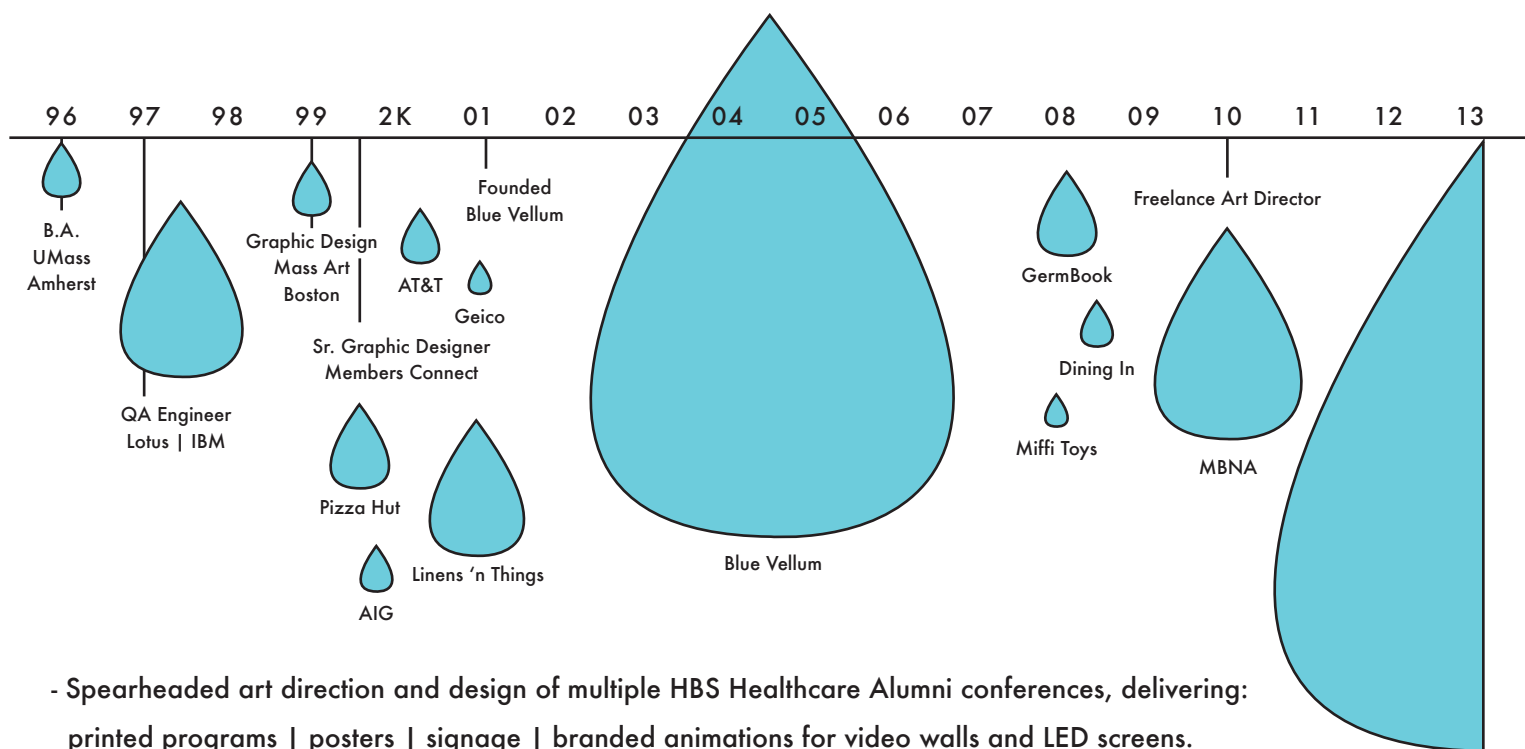
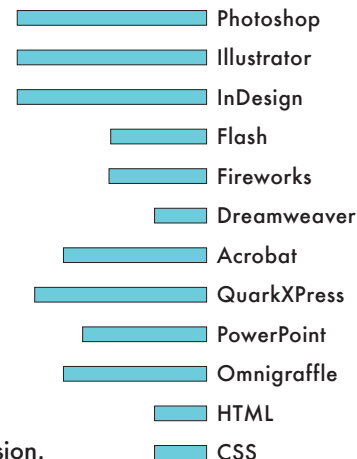
Infectious enthusiasm. Logically creative expressions. Striking design.

Proactive and experienced art director, designer and communicator with proven ability to marry creativity with productivity and execution.

Expert knowledge of typography, composition, color, and brand expression, specializing in digital and print for over 10 years.

Excellent communication and collaboration ability ensures powerful, engaging pitches that capture a vision.

Tools:



- Spearheaded art direction and design of multiple HBS Healthcare Alumni conferences, delivering: printed programs | posters | signage | branded animations for video walls and LED screens.
- Directed the usability, look and feel and execution of expressive websites by: understanding users and function | organizing information | problem solving | creating and enforcing guidelines.
- Conceived, pitched and created brand identities for new start-ups. Reinvented striking campaigns for well established Fortune 500s, striking a balance between adhering to identity guidelines and thinking outside the box.
- Hired, mentored and captained a team of developers, design professionals and production artists.
- Defined and executed the delivery of simultaneous key projects, consistently on time and on budget.
- Struck the important balance between passionate defender of ideas and willing compromiser.