

Krista Kelly

Senior Designer

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www.kristakellydesign.com

SUMMARY

Passionate and innovative designer with 10 years of experience in technical and apparel graphic design. Engaging storyteller with a proven track record of successful designs. Proficient in Adobe Illustrator and other leading design software. Experienced in leveraging AI and emerging technologies to enhance design processes. Strong background in managing overseas production.

PROFESSIONAL ACCOMPLISHMENTS

- In the 8 years I managed design with a start-up company, annual income increased by 300%.
- 90% sell-through on designs sold nationwide, with an average of 50k production units each.
- Created comprehensive databases and resources, increasing efficiency across all positions.
- Managed and mentored up to 5 junior designers simultaneously.
- Worked with major retailers including Nordstrom, Target, Macy's, Buckle and Walmart.
- Partnered with leading brands including LPGA, NASA, Budweiser, Dickies, NCAA, Pink Floyd, Pabst, Chevy, Susan G. Komen, The Rolling Stones, Coors, and many others.
- Proofed production artwork and liaised with factories worldwide for up to 20 POs at once.

WORK EXPERIENCE

Mode Music & Performing Arts - Senior Graphic Designer and Social Media Manager

January 2023 - Present (Contract)

Melmarc - Graphic Apparel Designer

January 2023 - Present (Freelance)

Creative Source Designs - Senior Managing Designer: Graphic, Apparel, and Technical

June 2015 - January 2023

Kellwood Company - Technical Designer

May 2015 - July 2015 (Contract)

Greensource Brand Apparel - Production Liaison and Technical Designer

June 2013 - February 2015

SanMar Corporation - Merchandising and Design Associate

June 2013 - February 2013 (Contract)

SKILLS

Software Skills: Mac Platforms, Adobe Photoshop, Adobe Illustrator, Adobe InDesign, MS 365, MS Excel, ChatGPT, Browzwear 3D, Canva, Squarespace, Wix, Hootsuite, Mailchimp, Meta.

Design Skills: Graphic Design, Print Design, Logo Design, Apparel Design, Creative Direction, Art Direction, Visual Branding, Photo Retouching, Video Editing.

Technical Skills: Spec Tech Packs, Technical Design, Technical Sketching, Fittings, Alterations, Pattern Making, Sample Making.

Professional Skills: Production Setups, Product Development, Training and Mentorship, Management, Merchandising, Marketing, Copywriting, Trend Research, Social Media Management.

EDUCATION

Associate of Sciences - Apparel Design & Development - Seattle Central College, 2012

Bachelor of Arts - Sociology - Western Washington University, 2005