

Krista Kelly
Senior Designer

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SUMMARY

Passionate and skilled graphic designer with 10 years of experience in the apparel industry and 2+ years in digital marketing and video production. Experienced in leveraging cross-functional collaboration in order to deliver high-quality visuals while maintaining brand consistency. Proficient in Adobe Creative Suite and other leading design software. Strong attention to detail.

PROFESSIONAL ACCOMPLISHMENTS

- In the 8 years I managed design with a start-up company, annual revenue increased 300%.
- Achieved a 90% sell-thru rate on designs sold nationwide, averaging 50K units per design.
- Created comprehensive databases and resources, increasing efficiency across all positions.
- Managed and mentored up to 5 junior designers simultaneously.
- Managed production artwork and acted as factory liaison for up to 20 POs concurrently.
- Worked with major retailers, including Nordstrom, Target, Macy's, Buckle, TJ Maxx, Ross, Maurices, Sam's Club, Kohl's, and Walmart.
- Partnered with global brands LPGA, NASA, Budweiser, Dickies, NCAA, Pink Floyd, Pabst, Chevy, Peanuts, Strawberry Shortcake, The Rolling Stones, Coors, Trix, and many others.

WORK EXPERIENCE

The Forecast Agency - Graphic Apparel Designer

November 2024 - Present (Freelance)

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

January 2023 - Present (Contract)

Melmarc - Graphic Apparel Designer

January 2023 - Present (Freelance)

Creative Source Designs - Senior Managing Designer – Graphic, Apparel, & Technical

June 2015 - January 2023

Kellwood Company - Technical Designer

May 2015 - July 2015 (Contract)

Greensource Brand Apparel - Production Liaison & Technical Designer

June 2013 - February 2015

SKILLS

Software Skills: Mac OS, Adobe Photoshop, Illustrator, InDesign, Microsoft 365, Excel, ChatGPT, Browzwear 3D, Canva, Squarespace, Wix, Hootsuite, Mailchimp, Meta Business Suite.

Design Skills: Graphic Design, Print & Logo Design, Apparel Design, Creative & Art Direction, Visual Branding, Photo Editing & Retouching, Video Editing, Social Media & Email Design, Website Design.

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

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

EDUCATION

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

Bachelor of Arts – Sociology - Western Washington University, 2005