



# KRISTA MARIE KELLY

SENIOR DESIGNER  
GRAPHIC • APPAREL • TECHNICAL

[kristakellydesign.com](http://kristakellydesign.com)

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## SKILLS

### COMPUTER

- Photoshop
- Illustrator
- InDesign
- Premiere Rush
- Browzwear 3D
- MS365
- Mailchimp
- G-Suite
- Squarespace
- Canva
- HootSuite

### GRAPHIC / DESIGN

- Graphic & Print Design
- Apparel Design
- Typography
- Logo Design
- Packaging & Displays

### TECHNICAL

- Specification packages
- Technical sketching
- Fitting & alterations

### PROFESSIONAL

- Training & Mentorship
- Product Development
- Management experience
- Trend / Statistical Analysis
- Factory Liaison

## EDUCATION

SEATTLE CENTRAL  
COLLEGE • AAS •  
Apparel Design &  
Development • 2012

WESTERN WASHINGTON  
UNIVERSITY • BA •  
Sociology • 2005

## VOLUNTEERING

FOOD NOT BOMBS •  
Grant Writer & Graphic  
Designer • Secured 25k  
in Grant Funding in 2023

## WHO I AM

Passionate, creative & driven designer with 10 years experience in the industry. Results-oriented team player with superior organizational & communication skills. Accustomed to working in a fast-paced deadline-oriented environment. Excited to take on new challenges & embrace new opportunities.

## INDUSTRY EXPERIENCE

### MODE MUSIC & PERFORMING ARTS

Feb 2023 - Present

#### *Senior Graphic Designer (Freelance)*

- Partner with interdepartmental teams & leadership to maintain & refine brand identity
- Concept & build out brand guidelines & logos
- Asset creation for multi-channel marketing across social, email, print & web
- Design cross-media fundraising campaigns raising capital for equality in arts education

### MELMARC

Feb 2023 - Present

#### *Senior Graphic Designer (Freelance)*

- Working with their Creative Division, developing custom tshirt graphics for Clients

### CREATIVE SOURCE DESIGNS

Jun 2015 - Jan 2023

#### *Senior Designer: Graphic, Apparel & Technical Design*

- Concept development & Project Management
- Training & Mentorship
- Graphic & Technical Design for a large variety of apparel, accessories, & packaging
- Developed licensor approved graphics for leading brands, including *NASA, Budweiser, Dickies, The Rolling Stones, Pink Floyd, Pabst, Chevy, Susan G. Komen & more*
- Worked with major retailers, including *Walmart, Target, Macy's, Kohl's & Sam's Club*

### KELLWOOD

May 2015 to Jul 2015

#### *Technical Designer (Contract)*

- Tech Drawings, Specification Packages, Fittings

### GREENSOURCE

Jun 2013 - Feb 2015

#### *Production Liaison*

- Graphic Design - apparel graphics & prints, production art, displays and packaging
- Proofed production artwork & liaised with factories worldwide for up to 20 POs at once
- Worked with major retailers, including *Walmart, Sam's Club & Nordstrom*
- Worked with leading brands, including *Realtree, Budweiser, Coors, Chevy & more*

### SANMAR

Jan 2013 - Jun 2013

#### *Merchandising & Design Paid Intern (Contract)*

- Technical Designer - tech drawings, specification Packages, fittings
- Company Liaison for mail-order catalogue

### SHESHO DESIGNS

Jan 2007 - Sep 2011

#### *Managing Owner, Startup*

- Performed all aspects of production, retail, & administration
- Designed, patterned, & constructed garments; primarily undergarments
- Merchandised, promoted, & developed brand identity; retail & wholesale sales