



Kelsey Poorman

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Tucson, Arizona

SUMMARY

Creative Artist and Graphic Designer with strong desire to learn, understand and implement new technologies. Highly creative in marketing, multimedia, and print design. Skilled in ability to communicate ideas that inspire, inform, and captivate desired audience.

EDUCATION

Kent State University, Kent, Ohio
Bachelor of Arts in Art Education
December 2010
Cumulative GPA: 3.55

Cuyahoga Community College, Highland Hills, Ohio
Associate of Applied Business in Graphic Design
December 2015
Cumulative GPA: 4.0
Relevant Coursework: Advertising and Design,
Product Packaging, Brand Identity, 3D Design
Publication Design, Graphic Design and Illustration,
Media Design and Web Publishing I

AREAS OF EXPERTISE

Adobe After Effects	Figma & Sketch
Adobe Creative Suite	HTML/CSS
Adobe Dreamweaver	MailChimp
Art Education	Marketing
Axure	Project Management
Branding	Responsive Web Design
Digital Asset Mgmt	Social Media
Digital Marketing	User Research
Email Marketing	Usability Testing

WORK EXPERIENCE

Digital Design Specialist January 2020 - Present
Reology, Madison, New Jersey

- Designs a variety of digital materials including websites, emails and presentations while maintaining the brand's aesthetic
- Supports the company brand and brand guidelines in all digital initiatives
- Brings The Product Marketing Team's story to life via infographics, motion graphics and digital experiences
- Works closely with product owners, front-end developers and requesters to ensure deliverables encompass vision and adhere to specifications
- Uses Figma to create final graphics, pixel-perfect designs and assets, as well as mockups and prototypes for internal and external usage

Graphic Designer / Marketing Coordinator January 2019 - November 2019
BKM Capital Partners, Newport Beach, California

- Responsible for creating visual assets across all platforms and channels, while assisting in daily production work as a member of the marketing team
- Administrated the creation and publishing of relevant, brand focused content, for all social media accounts
- Coordinated and managed asset photography, company branding and messaging
- Managed, created and maintained all company websites, including intranet

Graphic Designer

July 2018 - December 2018

DCB Hospitality Group, Irvine, California

- Graphic Designer and Marketing Department Coordinator for several restaurants, venues and bars in Los Angeles and Orange County
- Oversaw the organization's social media brand strategies, accounts and websites
- Developed artwork and layout for print, digital signage, menus, posters, flyers, coupons and gift cards
- Effectively communicated and coordinated with photographers, venue managers, printers, customers and external vendors
- Commended by restaurant manager for complete design overhaul of menu at high end restaurant helping to bring in more business and sell more food/drink items

Visual Designer

January 2015 - November 2017

The Sherwin-Williams Company, Cleveland, Ohio

- Worked in User Experience Division under the Corporate IT Department at Sherwin-Williams
- Promoted from Junior Visual Designer to Visual designer within a year
- Conceptualized, provided creative direction and designed holistic solutions that addressed user, business, and brand requirements
- Effectively translated marketing strategies into creative visual designs, digital assets and web page mock-ups using Adobe Creative Suite and other industry standard software
- Coordinated with customers, business stakeholders and IT team members to formulate designs that met both business and end user needs
- Focused on user-centered design by incorporating usability studies, research, personas, analytic data, heuristics, information architecture and user surveys to better understand the users goals
- Project manager of redesigning one of the company's largest intranets
- Scheduled usability testing sessions both off-site and remotely, coordinated with site administrators, presented usability findings and recommendations. Created visual interactive mock-ups using Axure to future visual possibilities of the intranet.
- Mentored and trained a Visual Professional Apprentice on our groups UX team

FREELANCE EXPERIENCE

Freelance Graphic Designer

Laundry Guys, Signal Hills, California

- Designs various assets including social media, direct-mail material, in-store signage, flyers, TV displays and more
- Redesigned laundryguys.com to a new customized and responsive template. The website is ADA compliant and SEO optimized. The redesign resulted in a 400% increase in unique traffic within a month after redesign. The average visitor now spends over three minutes visiting website.

TEACHING EXPERIENCE

Visual Communications Adjunct Faculty

February 2016 - May 2017

Cuyahoga Community College, Highland Hills, Ohio

- Taught Brand Identity hybrid course with both online and in class components at the Eastern Campus
- Course encompassed a comprehensive look at brand identity including visual and non-visual aspects of corporate graphics and brand applications
- Developed activities, lectures and assignments to instruct students on brand identity concepts with a focus on logo design
- Students were given the opportunity to work with real clients to redesign the organizations brand identity and gain practical experience in the graphic design field