KELSEY·SEUFER

ART DIRECTOR • DESIGNER

CONTACT

kelseyseufer.com

FULL PORTFOLIO:
kelseyseufer.com/portfolio-private
Password: seuferportfolio

kelseyseuferdesign@gmail.com

720.339.6204

SKILLS

EDUCATION

BACHELOR OF FINE ARTS, GRAPHIC DESIGN | MINOR BUSINESS ADMINISTRATION

COLORADO STATE UNIVERSITY, 2008-2012

Focus in various fine art mediums, digital illustration, advertising, print, website and other digital design applications. Business focus on marketing, accounting, finance, and general business practices.

CONTINUING EDUCATION

Various Online Design, Business and Marketing Courses
SKILLSHARE, LYNDA.COM, UDEMY

I find it very important to continue to grow my knowledge and skills to enhance my ability to compete in the market and provide the highest quality product and strategy. I am consistently exploring available online courses and doing research to learn and grow.

I am a creative visionary with an art direction, visual storytelling and hands-on design background. With a variety of experience working as the creative lead in in-house marketing agencies, I provide a strategic perspective and quality execution to any creative marketing project with a clean and simple design aesthetic while supporting brand specifics and client needs. I have experience providing the support for high level B2B and B2C marketing campaigns, branding, product marketing, art direction and graphics for videos, and more.

WORK EXPERIENCE

ART DIRECTOR — *10.2018 - 9.2019*
SENIOR GRAPHIC DESIGNER — *3.2017 - 10.2018*

BROADNET | A technology company and communications agency

- Drive marketing strategies and lead all creative projects for Broadnet, direct clients (B2B and B2C) and channel partners in **over 6 vertical markets** including government (official business and campaign), education, associations, professional sports, and more
- Develop and execute campaigns to promote upcoming product launches, promotional packages, partner marketing support
- Led website redesign project from conception to implementation that resulted in an **increase of 27%** in quality leads year over year
- Continued management of content and design elements to highlight company's products and client usage (case studies)
- Collaborate with content creator to develop custom sales proposals for prospects that resulted in **over 40% of the direct sales** in the past two years, generating over **$10 million in revenue in 2018**
- Directly manage and mentor junior designer/copy writer
- Manage, train and implement cross-departmental project management systems
- Projects include (but not limited to): website design and management (Wordpress), digital ad campaign strategy and execution, marketing collateral, creative direction, storyboarding and design for marketing/sales videos, product sell sheets and resource documents, email campaigns and design, conference booth design, social media assets, client event promotion, and custom sales proposals developed for multiple brands and applications

GRAPHIC DESIGNER — *3.2013 - 3.2017*

BONFILS BLOOD CENTER/BLOOD SYSTEMS INC | Newly re-branded as Vitalant

- Developed and provided creative direction and hands-on design solutions to support the needs of the mountain division including **more than 20 departments** and supporting the corporate marketing team
- Consistently met diverse business goals by providing creative support for strategic marketing tactics surrounding volunteer recruitment, sales, fundraising, special events that included Drive for Life, Colorado's largest single day blood drive in partnership with the Denver Broncos, recruiting 1000+ donors and collecting **over 1000 units** of blood in one day
- Worked collaboratively with a multi-dimensional marketing team to execute strategies for brand management, advertising, digital, social media and direct mail campaigns, website design and maintenance and more
- Managed print and advertising **budgets up to $1 million** and all relationships and projects with external print vendors for all printing and promotion items

GRAPHIC DESIGNER/ILLUSTRATOR — *9.2012 - 2.2013*

ARCHSTONE

- Worked on the internal creative services team to collaborate on marketing project to support the national brand
- Projects included UI/UX illustrations of complex floor and tier plans in a user-friendly manner for a state-of-the-art kiosk technology, creating marketing and sales materials for regional locations, internal communications digital design needs
- Worked with the IT team to produce high-quality execution of the illustrations to be implemented into the kiosk system that was displayed in their **150+ locations**

TOOLS

- ADOBE ILLUSTRATOR
- ADOBE PHOTOSHOP
- ADOBE INDESIGN
- ADOBE ACROBAT
- ADOBE PREMIERE
- ADOBE ANIMATE
- EMAIL (MAILCHIMP, CONSTANT CONTACT, ELOQUA)
- MICROSOFT WORD
- MICROSOFT POWERPOINT
- MICROSOFT EXCEL
- HTML&CSS
- VIDEO EDITING
- PROJECT MANAGEMENT SOFTWARE
- WORDPRESS
- PROCREATE