

Kelly Wendels

Designer, art director,
generally decent human -

kwendels@gmail.com
kawendels.com

education

Northern Michigan University

Marquette, MI // 09.2009-05.2014

BS Art & Design

Graphic Communications

BS Business

Marketing

skills

Art Direction
Branding & Identity
Client Management
Digital Design
Layout Design
Motion Graphics
Packaging
Presentation Design
Print Production
Digital Production

programs

Adobe Illustrator
Adobe Photoshop
Adobe InDesign
Adobe After Effects
Google Suite
Microsoft Suite
Figma
Keynote
Sketch

references

Available Upon Request

working experience

KPMG

Contractor | 10.2023-Current

- Meet with stakeholders to determine the project scopes.
- Develop high-level marketing and communications design projects in print and digital formats.
- Act as a creative consultant and provide art direction to develop innovative and creative solutions that support firm's visual brand strategy.
- Direct high-level creative art and conceptual design projects from concept through production, including the coordination of other design support resources.
- Collaborate with executive level customers and marketers to establish design and delivery expectations for large and complex projects.

Teal Media

Contractor | 06.2023-Current

- Work with non-profits, outdoor conservations, & political clients to design engaging and bold projects.
- Work directly with CCO and support Teal team in storyboarding, print design, deck work,

Designers

Design Lead | 01.2023-06.2023

- Managed designers that sit in-house and designers that are on client facing rotations.
- Functioned as a go-to for QCing work, supported designers throughout projects, and helped to establish designers career growth path.
- Worked closely with the Art Director and Creative Director to ensure designer and client needs continued to be met with the 'above and beyond' mentality.

Senior Visual Designer | 04.2022-01.2023

- Sat as an animator for Twitter's in-house design agency.
- Onboarded new designers to client and in-house projects.
- Lead and managed projects and their designers from beginning to end.
- Presented to and met with clients to manage expectations and needs throughout projects.
- Sat as Primary Contact for clients and designers.

Visual Designer | 12.2020-04.2022

- Lead packaging design and digital asset creation of a three product global launch for one of the largest companies in the world.
- Utilized soft and hard skills to develop effective, on-brand, and on-strategy concepts, sketches, storyboards, wireframes, final digital assets, and more.
- Worked closely with my manager and other team members to service all client needs, drive growth, innovation, and company culture.

Cairn

Head of Brand Creative | 03.2019-12.2020

- Designed, illustrated, and laid out quarterly boxes for campaigns featuring gear from the likes of Black Diamond, Patagonia, Backcountry, Hydroflask, Cotopaxi, and more.
- Animated, designed, and illustrated digital ad campaigns and promotions.
- Art Directed lifestyle and studio gear based photoshoots.
- Expanded Cairn's branding, stationary, and apparel.
- Lead design for all collaboration campaigns with Outside, Backpacker Magazine, Crookies, Lance Armstrong, and more.

Hound Creative Agency

Designer | 10.2017-11.2018

- Lead design for multiple branding & identity projects - primarily in the brewing, outdoor, or hospitality sector.
- Art Directed product launch photoshoots and worked directly with the photographer to be sure the clients needs were met.
- Spearheaded numerous packaging designs for beer labels, coffee products, and beer boxes.
- Designed custom truck, van, and tuktuk wraps.
- Created stationary families and layout / design client catalogues.

Allison + Partners

Production Artist / Designer | 10.2016-10.2017

- Lead design for presentation and collateral supporting Samsung's QLED NYC launch event.
- Worked directly with companies like Toyota, Quaker, Campell, and others to design infographics, presentations, digital assets, catalogues, and more.

KAVU

Retail Creative Lead | 09.2014-10.2016

- Designed and conceptualized store front posters & merchandising for all Seattle retail locations.
- Coordinated designs for in-store signage to coincide with store front designs.
- Designed and managed printing for all retail promotion assets.
- Laid out and designed emails for retail campaigns, seasonal launches, and various promotions.