

Kim Kelzer

GRAPHIC DESIGNER

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Online Portfolio: www.KimKelzer.com



EDUCATION

CENTRAL MICHIGAN UNIVERSITY

Mt. Pleasant, MI
Bachelor of Fine Arts
Major: Graphic Design
Graduated: May 2016

STUDY ABROAD

Florence, Italy
University: Palazzi
May 2014 – June 2014
Italian High Renaissance Art

SOFTWARE EXPERIENCE

- + Adobe Illustrator
- + Adobe Photoshop
- + Adobe InDesign
- + Adobe Premiere
- + Adobe Audition
- + Adobe After Effects
- + Adobe XD
- + Adobe Muse
- + Adobe Acrobat
- + Social Media
- + Google/Microsoft Word, Excel, PowerPoint

EXPERIENCE

GRAPHIC DESIGNER: VERTEX EDUCATION (LEGACY TRADITIONAL SCHOOLS)

Chandler, Arizona - January 2019 - Present

- + Conceptualize and design the overall look of graphics to support Legacy/Vertex, including social media, emails, presentations, advertisements and event graphics. Creates and maintains organized and accurate job files that fit branding guidelines. Coordinates in-house production and sets graphics up for print. Works collaboratively with the Creative Director and communications team while managing the graphic design intern.

GRAPHIC DESIGNER: SITELOCK

Scottsdale, Arizona - April 2018 - January 2019

- + As a designer of the graphics team, I am responsible for the direction and execution of specific visual creative for SiteLock. This includes creating and following visual brand guidelines and applying it consistently to print assets, branding, large format trade show booth & collateral design, campaigns, web graphics/banners, infographics, social media/blog posts, posters and presentations.

FREELANCE DESIGNER: ID ENTERPRISES

Livonia, Michigan - May 2017 - August 2018

- + Responsible for creating the Livonia Parks and Recreation magazine and ebook for each seasonal issue. This includes layout, creating a new design theme for each season, adding/updating new content for classes and preparing it for print.

2D GRAPHIC DESIGNER: FEATHERLITE EXHIBITS

Crystal, Minnesota - July 2016 – March 2018

- + As a 2D exhibit designer, I work on creating trade show exhibits for over 100+ larger companies. The majority of my time is spent designing and preparing artwork to fit custom templates using the Adobe suite. Paying attention to minor details of an artwork is very important for the printing process because the panels are large format and intricate. I then prepare projects through the RIP station for the production of printing and transferring.

FREELANCE DESIGNER: INTERACTIVE CIRCLE

Minneapolis, Minnesota - July 2016 – December 2017

- + As a part-time freelancer, I am in charge of creating graphics for many local and global companies. Information is provided to me to create infographics, banner ads, social media ads and animations that match brand design standards and are easy to view by the audience.

GRAPHIC DESIGN INTERN/FREELANCER: COLLEGIS EDUCATION

Bloomington, Minnesota - June 2015 – September 2016

- + Assist in developing concepts and layouts for multi-channel marketing campaigns, with emphasis on Internet based projects such as website, social media and digital advertising. Partner with designers to develop visual solutions (blog posts, information graphics) that maintain company brand standards and meet marketing objectives. Attend and assist in off site photo shoots and edit and use photographs for appropriate campaigns and advertising.