

KELLY WILSON

Art Direction + Purpose-Driven Creative

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Hi, I'm Kelly, an Art Director and Yoga Instructor. I am an ambitious and authentic creative leader based in Philadelphia, PA with a passion for creative storytelling, for the why behind decisions are made, and for developing purpose-driven work. I have an interest in art direction, copywriting, mentoring, and strategy. Through creativity, innovation, continuous learning, I am always working towards creative authentic, meaningful work.

Outside of creative work, I am a 200 hour Registered Yoga Teacher and lead classes at a studio in Philadelphia. I am always looking to learn, dive deeper, and better myself as an instructor, which I have been able to pull into my leadership and presentation skills as an Art Director.

SKILLS

PROFESSIONAL

- Mac iOx
- Adobe Illustrator
- Adobe Photoshop
- Adobe InDesign
- Adobe XD
- Sketch
- Zepplin
- Microsoft Word
- Microsoft Powerpoint

PERSONAL

- Authentic and Passionate
- Time Management
- Creative Spirit
- Fast Learner
- Organized
- Energetic
- Positive Energy
- Outgoing
- Open Minded

EDUCATION

WEST CHESTER UNIVERSITY OF PA
BFA Graphic Design, 2013

ART DIRECTOR | DIGITAS HEALTH

September 2020 – Present

As an Art Director at Digitas Health, I have designed, led, and executed innovative visual solutions across print and digital platforms, providing a fresh viewpoint and conceptual thinking to each. Leading projects from start to finish, I work collaboratively with other art directors and copywriters, as well as the Project Management, Strategy, and Account teams, to provide new perspectives and ideas for an industry-leading client. Some of these include a market shaping campaign re-brand and website creation, ownership of the branded website, an interview-style video series with thought leaders in the field, a number of social media campaigns targeted at HCPs, and innovative solutions to maintain their status as a leader in their field.

In addition, I have mentored and managed a number of junior level creatives across capabilities and oversaw and acted as the liaison between DH and a NYC-based creative high school mentorship program. I have helped in company-wide DE&I initiatives, and assisted in brainstorming and developing campaigns to bring new and organic business to the agency.

SENIOR DESIGNER | DIGITAS HEALTH

January 2019 – September 2020

After establishing my value as a freelancer, I was brought on full time to continue to help the growth of a newly launched treatment. I had the opportunity to work directly with copywriters to grow key messaging buckets while working with our ACD to push and mature the work within the established look and feel of a brand. I was given opportunities to work directly with vendors once assets are passed off, seeing projects out from start to finish, as well as opportunities to present the work directly to the client. I assisted in on-boarding new coworkers and had the chance to provide guidance to our intern group along with junior designers.

Outside of treatment work I had a range of experience beginning with helping bring awareness to work place discrimination by spreading awareness around Title VII of the Civil Rights Act and the discrimination based on sexual orientation or gender identity to co-leading a mural project within our company-wide community service day to working directly with the leadership to create promotional materials for internal events.

FREELANCE DESIGNER | DIGITAS HEALTH

September 2017 – January 2019

As a freelance designer, I was brought on to assist a number of projects. I worked directly with the full time teams to help develop the brand and materials to promote, inform, and announce the clients and products to future patients and health care practitioners. Along with working directly with client work, I've also had the opportunity to work with the internal team in creating pitch presentations for the New Business team.

GRAPHIC DESIGNER | IQ MEDIA CORP

October 2014 – May 2017

As the sole graphic designer, I joined the marketing team in October 2014. This role allowed me to develop strong background in designing within a brand framework and gain exposure to other elements of marketing. Along with designing all of the iQ media branded material, this position gave me the responsibility of managing the brand, approving all branded material before external use, and working interdepartmentally between marketing, sales, and IT. iQ Media allowed me to excel and grow as a designer and professional.