



LINDSEY KELLY

S O C I A L M E D I A
G R A P H I C D E S I G N
A R T D I R E C T I O N

W O R K H I S T O R Y

GRAPHICS & SOCIAL MEDIA at True North Sports | Nov. 2020 - Present

Creative direction for brand • Manage socials for brand • Plan and create content calendar • Research trends and news relevant to brand • Create graphics for social media, web and print • Create and send emails and newsletters • Organize virtual files, create organized operating systems and directories • Edit and create videos

CREATIVE DIRECTOR at Infinite Labs Digital | May 2021 - Oct. 2021

Creative direction • Created graphics for multiple businesses social media platforms, print materials and digital assets • Provided creative direction for multiples brands • Art directed 7 magazine issues • Photo editing and research • Graphic design • Planned and art directed multiple photo shoots • Coordinated with multiple printing companies on getting assets printed • Responsible for creating and managing all print orders and producing quotes for clients • Social media management • Project management • Event planning

CREATIVE DIRECTOR at Phoenix New Times | April 2019 to July 2020

Design all pages of the newspaper • Create cover artwork or commission illustrations • Hire freelancers for photography, illustrations or other artwork • Manage an art budget • Media buying • Illustrate or photoshop to create graphics for covers • Photo editing and color correcting

LAYOUT EDITOR at Phoenix New Times | Sept. 2018 to March 2019

Design all pages except cover story every week • Photo editing and color correcting • Coordinate event photo coverage for online slideshows

FREELANCE DESIGNER at Echo Magazine | July 2018 to Sept. 2018

Create and implement a complete re-design for the entire magazine • Design all pages for monthly issues • Design house advertisements and edit other advertisers' graphics

ASSOCIATE ART DIRECTOR at American Media, Inc. | June 2015 to May 2018

Design and Art Direct for OK! Magazine, Star Magazine and Us Weekly • Design all sections of the magazine (Fashion, Beauty, News, Features, Lifestyle) • Provide direction for photo editing and production • Utilize Adobe Creative Suite with the K4 extension • Work with editors in all departments

PAGE DESIGNER at China Daily USA | May 2015 to June 2015

Design front page • Convert/format all pages from Chinese version to US version

ART DIRECTOR at San Diego CityBeat Magazine | July 2013 to April 2015

Conceptualize, create or commission all cover art • Attend and direct cover photo shoots • Design and lay out all pages and cover • Edit each photo for print and web • Create graphics and illustrations • Attend and participate in weekly editorial meetings

ART DIRECTOR at University Press (FAU) | Sept. 2008 to June 2010

Design and layout weekly pages • Edit photos • Art direct cover concepts • Attend and participate in weekly meetings • Manage team of staff designers • Upload editorial content to the website

EDITOR IN CHIEF at Yearbook (Seminole High School) | 2008

Create and execute overall theme and concept for yearbook • Design and lay out pages • Edit photos • Manage yearbook staff • Copy edit

Experienced Creative Director with a demonstrated 14-year history of working in both print and digital industries. Expert skills in Adobe Indesign and project management. Strong design professional with a Bachelor of Arts (BA) focused in Mass Communications.

C O N T A C T

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E D U C A T I O N

Bachelor's in Mass Communications
University of South Florida
August 2010 to Dec. 2012

Associates
Florida Atlantic University
2008 to 2010

Seminole High School
2004 to 2008

A C H I E V E M E N T S

First female Art Director
at San Diego CityBeat Magazine
July 2013 to April 2015

First place front page design
in College Media Advisers' Best
of Collegiate Design 18
2010

WORK HARD
& BE NICE
TO PEOPLE