

KELLY DUFF ART & DESIGN

www.KellyDuff.com

CONTACT

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937.260.9290

PROFICIENCIES



Adobe Suite
Sketch
UserTesting
Shopify
Figma
Klaviyo
Mailchimp
Google Suite
Microsoft Office

CORE QUALIFICATIONS

Art Direction, Photo & Video - 8 yrs
Design Team Management - 6 yrs
Brand Development & Design - 11 yrs
UX/UI Research & Design - 5 yrs
Motion Graphics / Animation - 4 yrs
Packaging & Print Design - 11 yrs
Illustration - 11 yrs
Copywriting - 4 yrs
Concept Drawing - 2 yrs
Retail Display & Signage - 6 yrs

ALMA MATER

University of Cincinnati

College of Design, Architecture,
Art & Planning (DAAP)
Bachelor of Fine Arts Degree

EXPERIENCE

DESIGN, BRAND & COPY CLIENTS

New York & Seattle | 2018-Present

L'AVANT Collective, Magic the Gathering, Splendid Spoon, Miralax, NeuRoast Coffee, Divvies Bakery, Mosaic Foods, Likewise, Ollie Dog Food, Wild One, ArtPort Gallery

CREATIVE MANAGER - Gemmist Beauty
Seattle | 03/19-12/21

Developed the brand vision—including design, copy, and overall direction—for a company in a highly saturated space, Beauty.

Briefed and directed **10+ photo and video shoots**

Designed user flows, UI comps, **led UX research**, and maintained website for **8 product launches and 8 new features**

Designed and/or directed creative in marketing channels including **email, animated ads, social, direct mail**, podcasts, and referral programs.

ART DIRECTOR - Microsoft
Seattle | 09/18-01/19

On the Microsoft Store Creative Strategy team, **designed UX solutions** that introduce new AI features seamlessly

Executed and presented **rebranding explorations** that reflected an aspirational visual identity

VISUAL DESIGNER - Chefsteps
Seattle | 01/18-09/18

Developed visual marketing strategy, brand print advertising direction and management, and social media storytelling

Optimized e-commerce user experience and high-level website management to increase brand recognition and conversions

MANAGER, BRAND DESIGN - HelloFresh
New York City | 12/15-12/17

Designed and consulted on high-impact collateral including **TVC's and OOH creative**

Established brand guidelines based off of Global brand and US market research

GRAPHIC DESIGNER - Whole Foods Market
Southern Florida | 10/13-10/15