



## **Kelsey Howard**

**kelseyhowarddesign.com**

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978 895 9356

### **Education**

Rochester Institute of Technology

Rochester, NY

Graphic Design BFA

Advertising and PR Minor

### **Skills | Software**

Adobe Creative Suite

Microsoft Office

HTML & CSS

Sketch

Figma

WordPress

Salesforce Marketing Cloud

Hootsuite

### **Skills | Technical**

Branding

Typography

Document Design

UI/UX Design

Information Design

Collaboration

Public Speaking

## **Experience**

### **Capital One**

Art Director, Brand Commercial Bank

August 2020 – Present

Designer, Brand Commercial Bank

May 2019 – August 2020

Responsible for collaborating with internal marketing partners and line-of-business clients to formulate marketing strategies

Serving as an in-house designer for brand-driven creative concepts across channels, representing different types of marketing from awareness to direct

### **Envera Health**

Brand & Marketing Specialist

May 2018 – May 2019

Responsible for the concept through implementation of corporate marketing and brand development materials and activities, including social media management

Lead designer and content generator for WordPress website

Served as an in-house creative coordinator and chief brand ambassador

### **LocalEdge | Hearst DMS**

Multimedia Designer

May 2017 – May 2018

Lead designer for electronic sales presentation tool used nationwide

Responsible for the creation of high profile design materials, print and web, supporting corporate and sales initiatives nationwide

### **Student Affairs, RIT**

Student Designer

August 2016 – May 2017

Responsible for finalizing RIT brand development

Designer for RIT promotional material

Designer for RIT Student Affairs website

Created content for various RIT social media accounts

### **Xerox, Webster, NY**

Solutions Development Intern

June 2016 – August 2016

Responsible for pushing brand development

Lead designer for logotype and promotional material for Xerox Model Office

Lead designer for an application framework to be utilized by the company in future

Key designer for XMPie sales brochure and promotional material