MONICA J. KELSEY

Creative Designer

CONTACT

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EXPERTISE

Front-End Designer
Graphics Design
Project Management
Branding

SOFTWARE KNOWLEDGE

Adobe Creative Cloud
Microsoft Office 365
Invision
Figma
WordPress
Shopify
HTML5
CSS3

INTRODUCTION

I am a senior graphic designer with 20 years of experience in graphic design and front-end website development using creative strategy and effective business planning. I have a clear understanding of modern technologies and best practices, with a proven track record for success.

FREELANCE EXPERIENCE

SENIOR DESIGNER + OWNER

KRUSH Agency | July 2002 – Present

- Establish and manage a freelance web & graphic design business that aims to assist entrepreneurs and organizations in brand development.
- Developing creative advertising content such as menus, brochures, business cards, flyers, t-shirts, and product packaging while ensuring maximum brand awareness for the targeted audience.
- Conceptualize brand logo design, websites, and social media platforms to promote brands.
- Professional photo editing for eCommerce products.
- Produced both eCommerce and non-eCommerce creative website layouts and content for WordPress and Shopify.
- Developing social media graphics templates for repurposed marketing.
- Coordinating new client projects and on-boarding.
- Provide recommendations and consultations to clients on the most appropriate design options based on their overall marketing goals.
- Delegate tasks to a team of 3 entry-level designers and provide consulting on all aspects of the client project.
- Managing up to 5 projects or tasks at any given time while under pressure to meet weekly deadlines.

WEB + GRAPHIC DESIGNER

Rumble Worldwide Africa | May 2019 – Current

- Responsible for the design and management of website using WordPress.
- Create customizations throughout web theme using HTML/CSS.
- Designing, building, and maintaining marketing email using data-driven responsive templates.
- Providing expertise on industry standards, best practices, and proper coding techniques to achieve correct rendering in all environments.
- Performing quality assurance and troubleshooting code rendering.
- Developed content and graphics in partnership with writers and creative team to present consistent concepts and ideas for the brand.

PERSONAL SKILLS

Creativity
Interpersonal Skills
Critical Thinking
Collaboration Talent
Conflict Resolution
Solution Oriented
Project Organization
Administrative Skills
Technical Support

ABOUT MONICA

I am a highly personable &
dedicated professional with
experience in customer care,
technical support, and
project management.

I have a unique passion for
multimedia design, brand
development and building
productive relationships
while resolving complex
issues to win customer
loyalty and trust.

I have an unwavering
commitment to providing
service, listening attentively,
solving problems creatively,
and using tact and diplomacy
to find common ground to
achieve win-win outcomes.

WEB + GRAPHIC DESIGNER

Tunu Pookrum | October 2019 - January 2022

- Revamped TP branding and created 4 sub-mark brands.
- Designed an eCommerce website using WordPress and WooCommerce.
- Create customizations throughout web theme using HTML/CSS.
- Designed Authenticity Card, Business Card, Hang Tags, Clothing Labels,
  Product Patterns, Insert Card, and Stickers.
- Edited over 400 product images using Adobe Photoshop and Lightroom
- Worked with marketing manager and sales manager.
- Ideated and worked collaboratively to design web pages and graphics.

WEB DESIGNER

CoffeeCup Software | October 2009 - December 2010

- Designed and developed user-friendly web templates for Theme Store.
- Revamped existing HTML web templates
- Design Form Builder templates
- Helped to achieve a consistent look and visual theme across Theme Store
  by promoting uniform fonts, formattings, images, and layouts.
- Successfully identified, diagnosed, and resolved web template problems,
  including broken links, typographical errors, and formatting issues.

BRANDS I'VE WORKED WITH

EDUCATION

MEDIA COMMUNICATION CERTIFICATION

Full Sail University | 2016

WEB DESIGN & DEVELOPMENT

Full Sail University | 2011 - 2013

GRAPHIC DESIGN

Silicon Valley College | 2003-2004