



kelly maclachlan

GRAPHIC DESIGNER | ILLUSTRATOR

1 (860) 367 5703

Stamford, CT

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Portfolio: kellymaclachlan.com

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skills

Illustrations, Concepting, Type Setting, Motion Graphics, Web Design, Branding, Packaging, Sales Materials, Social Media Assets, Emails, In-store Signage, Wordpress, Shopify, Amazon, Wix, Collaboration, 360 Campaigns, Digital Banners, Collaborating, Print and Digital Production

programs

Photoshop	●	●	●	●	●
Illustrator	●	●	●	●	●
InDesign	●	●	●	●	●
Premiere Pro	●	●	●	○	○
After Effects	●	●	●	●	○

education

Hartford Art School,
University of Hartford
West Hartford, CT

Bachelor of Fine Arts
Visual Communication Design, Illustration

awards

Goldfarb Scholarship 2018

profile

Experienced mid-level conceptual and implemental Graphic Designer that meets presentation strategies from concept to completion.

experience

August 2021 – Present

Graphic Designer, Revlon, New York, New York

Conceiving and creating cross-channel, brand-building and commerce-driving design and marketing solutions that address strategic business and brand objectives.

- Articulating conceptual and directional choices with creative and marketing team
- Work within existing brand guidelines and attention to design details.
- Develop concepts for multiple pieces of key collaterals print and digital
- Concept through production, incorporating print/digital media, video, mobile, social and other forms of content across media

February 2021 – August 2021

Graphic Designer, Beauty Quest Group, Stamford, CT

Worked across company brands, Rusk, Aquage, One 'n Only, and private label.

- Created, developed, and managed Online content, including emails, social media, and promotional artwork, and informative ebooks.
- Developed web assets, info-graphics, and brand guidelines
- Ensured consistency in designs and content across all brands platforms and marketing assets
- Reinvented Amazon pages by updated branding content and creating new assets to educate the consumer

July 2020 – April 2021

Freelance Graphic Designer, Middletown, CT/New York, NY

Worked with clients to create and digital content, email templates, website designs, photography, logo design, motion graphics, and social media ads.

- Created and implemented web assets and web design in WordPress
- Produced and executed logos and kinetic typography animations for social media, LinkedIn and paid social ads

January 2019 – April 2020

Freelance Graphic Designer, Victorinox Swiss Army, Monroe, CT

Worked within marketing needs to create, sales materials, digital/web assets, and product designs

- Worked within brand guidelines to create catalog pages, sell sheets and brand brochures for new and existing products
- Designed and Developed artwork for Swiss Army Knives for the brands and clients; Tommy Bahama, U.S. Polo Association, and more.
- Created e-comm web assets and social media icons across brands
- Created and designed collateral including a best selling Swiss Army Knife for NYC Pride increasing traffic and in-store sales

June 2018 – December 2018

Graphic Designer, S&S Worldwide, Colchester, CT

Worked in a collaborative environment to create yearly catalog covers.

- Designed product pages for yearly catalog across brands in a fast-paced work environment
- Assisted photo shoots, with models; products, and props to create a seamless look
- Created and developed weekly promotional emails and website banners.

September 2018 – October 2017

Creative Marketing Intern, Vineyard Vines, Stamford, CT

Collaborated on creative ideas; contributed to design and created mood boards for upcoming catalog launches.