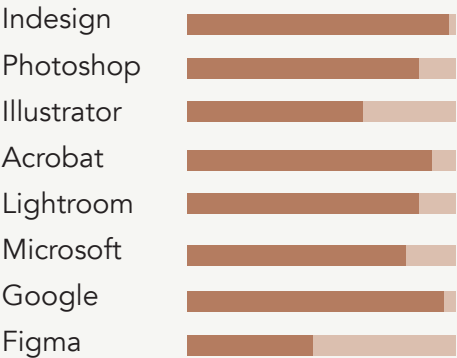


kelsie walling

KELSIWALLING.COM

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SOFTWARE



TRAITS

- Excellent communication skills
- Passionate and driven
- Able to work effectively on tight deadlines
- Presentation and interpersonal skills
- Eager and open to learning new skills
- Strong time management
- Embraces feedback and criticism
- Team focused
- High emotional intelligence

EDUCATION

DESIGN AND GRAPHIC TECHNOLOGY DEGREE
Northeast Wisconsin Technical College, Green Bay, WI

EXPERIENCE

BEST VERSION MEDIA
Senior Designer
Sep 2024 - Current

- Promoted from Graphic Designer to Senior Designer, **leading a team of graphic designers.**
- Design magazine layouts while **providing daily guidance on design projects** and software support.
- **Conduct annual reviews, mentor team members.**
- **Collaborate with management teams** for digital and print ad marketing projects.
- Contribute to AI-driven initiatives and **support company-wide management efforts.**
- **Ensure seamless coordination** across departments to meet project standards and deadlines.

BEST VERSION MEDIA
Graphic Designer
May 2020 - Sep 2024 (promoted)

- **Collaborate and strategize** with clients and publishers to create appealing and successful printed ads.
- **Innovate and perfect a personalized briefing system** to streamline information gathering for monthly magazines.
- **Design visually appealing layouts**, incorporating graphics, written content, and advertisements.
- **Utilize color theory, typography, and layout design** for entire magazines, from the logo and cover to all pages.
- Demonstrate ability to **manage tight deadlines and multiple projects**, ensuring timely delivery of high-quality magazines.
- **Develop and refine printed and digital ads** for individual clients and large corporations, aligning with the distinctive style and standards of each publication.

SD WHEEL (FITMENT INDUSTRIES/CUSTOM OFFSETS)
Graphic Designer
Jan 2021 - Aug 2021

- **Led rebranding of email marketing** across five brands, resulting in a 60% revenue growth and a 300% increase in Click Through Rate (CTR) within 90 days.
- Produced an average of 30 email templates per week, **maintaining high quality and quantity in design output.**
- **Re-structured approval processes**, improving design capabilities and team workflow.
- **Mentored new designers**, improving their skills in graphic software and encouraging exploration of new design trends.
- **Worked closely with copywriters and email marketing team** to ensure successful execution of each email campaign.
- **Monitored campaign analytics** to ensure goals were met, and implemented strategic updates based on performance insights.
- **Directed and executed photo shoots**, capturing and editing images to ensure high-quality production.
- Dedicated weekly time to **researching marketing and design trends**, applying innovative practices to projects.

Continued on next page

REFERENCES

Rachel Bertsch

Creative Director, Nelson Schmidt
RBertsch@N-S.com

Alex Martinez

Chief Marketing Officer, SD Wheel
Alex@alexmartini.net

EXPERIENCE CONT.

BEST VERSION MEDIA

Jan 2020 - May 2020 (promoted)

Graphic Design Internship

- **Communicated professionally** and often with clients over email or phone.
- Worked **one-on-one with clients** during the entire proofing process.
- **Created and revised printed ads** for individuals and large companies to be used in all Best Version Media magazines.
- **Maintained and met deadlines** in a prompt manner.
- Worked heavily in **InDesign and Photoshop**.
- **Successfully worked 20 hours a week** while in school full time and managed a second job in addition to my internship.

FREELANCE

2020 - Death

Graphic Designer

- **Collaborate with clients** as a freelance graphic designer to deliver custom design solutions
- **Developed branding packages, logos, business cards, clothing designs, and social media graphics**
- Focused on a **client-centered approach** to bring their vision to life
- Aimed to tell each client's unique story through design