

Kelsy Postlethwait

▶ graphic design

kelsyp.com
319.929.5334
kelsymp@gmail.com

EXPERIENCE

Evergreen Packaging | Canton, NC - Chicago, IL | January 2012 - Present

Graphic Designer | January 2012 - September 2013

Cross-platform design for an international company. Roles include: design, marketing, social media, copy-writing, ideation, photography and campaign management. Design projects encompass: collateral, packaging, advertisement, exhibit, web, interactive and informational applications. Also responsible for the national in-school campaigns, Made By Milk and Carton 2 Garden.

Senior Designer | September 2013 - Present

Roles and responsibilities broadened to include art direction and project management.

Freelance Designer | Spring 2011 - Present

Identity, website, collateral and other design applications created for businesses on a project-by-project basis. Clients include: Miller Zell, Novachrom, Periculum Consulting, ProAdvise, Wild Onion, PSJ Marketing and more.

Lead Designer | BlueFire Marketing | Atlanta, GA | July 2012 - September 2013

Identity, website and other design applications for Atlanta based company. Ongoing involvement includes design production and consultation for clients of BlueFire.

Graphic Design Intern | Kansas City Chiefs | Kansas City, MO | Summer 2010

Design of NFL football team materials. Projects include: posters, print ads, information graphics and a three-dimensional exhibit to be displayed in the stadium.

SKILLS

Proficient In
Photoshop
InDesign
Illustrator
Dreamweaver
Final Cut
Lightroom
HTML/CSS

Expertise
typography
branding
campaigns
packaging
web design
exhibition
illustration
editorial
social media
copy-writing
ideation

references available
upon request

EDUCATION

Iowa State University | Ames, Iowa | Spring 2011

BFA Graphic Design, College of Design

College of Design Study Abroad Program | Rome, Italy | Fall 2010

Semester-long study abroad including an extensive branding and packaging workshop led by Primo Angeli

EXHIBITIONS / HONORS

ADDY Awards | Western North Carolina | January 2013

Gold

Sales Kit - Made By Milk Entry Kit

Silver

Illustration Design - Made By Milk Habitat Illustration Set

Book Design - Project Carton Journal

Packaging Design - Fiber Procurement Box

HOW Design Conference | Boston, MA | June 2012

Packaging design project featured by Corporate Image

National Symposium on Exhibition Design | Detroit, MI | August 2010

Exhibit design done in collaboration with The Field Museum of Chicago, was presented at the National Symposium on Environmental and Exhibition Design

Deans List | Iowa State University | Fall 2007 - Spring 2010

Placement on the deans list six consecutive semesters