

Kelsy Postlethwait

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RELEVANT EXPERIENCE

2018 - Present / Creative Strategist IxD

Britelite Immersive Agency - San Francisco, CA

As a creative strategist for interaction and experience design, I guide the development of brand experiences by aggregating input, ideas, and qualifications and translating them to recommendations and solutions which simplify complex problems to deliver meaningful engagement that meets brand and business goals. This regularly requires a novel and rigorous approach to tasks such as: brand research and audience analysis, creating and leveraging frameworks to plan and facilitate client workshops, and writing creative briefs, content strategy, and experience architecture—this culminates in the development and presentation of actionable insights and strategic solutions to multinational clients such as: Accenture, Visa, Adobe, and Amgen.

Curatorial Coordinator / August - November 2016

Chicago Design Museum - Chicago, IL

Production on “City of Ideas” and “Unfolded” exhibits.

Selected to present at the museum’s event for Chicago Design Week 2016.

Strategic Designer / September 2015 - May 2018

Kitemath Design Agency - Chicago, IL

Projects ranging from app design for Fortune 500 clients to editorial design for NGOs. Assisted on strategy for the studio’s rebrand. Brought in three new clients and managed their corresponding projects including an interactive 52’ infographic commissioned by Google.

Senior Designer / January 2012 - September 2015

Evergreen Packaging / Canton, NC - Chicago, IL

Member of small internal marketing team for a large global company. Cross-disciplinary design work encompassed packaging, advertisement, exhibit, web, interactive, and informational graphics. Lead design efforts and assisted with strategy on two national brand launches: Made By Milk and Carton2Garden, both of which garnered semester-long participation from over ten thousand students in the year following their respective launches. I also led design and assisted with the strategy for Project Carton, a packaging design competition held in collaboration with the Fashion Institute of Technology, which was featured in leading industry publications such as: HOW Design and Brand Packaging.

Kansas City Chiefs / Kansas City, MO → Summer 2010

Graphic Design Intern

In-house design of marketing assets including: print and billboard advertisements, three-dimensional stadium installations, ticket and program design, and informational graphics.

AWARDS / EXHIBITS & PERMANENT COLLECTIONS

PRINT Magazine / regional design annual → 2018

Brand Identity / Agency Rebrand: selected for midwest region.

Art Institute of Chicago: Joan Flasch Artists’ Book Collection / Chicago, IL → 2016

“Our Lovely Secret Wreck” art book and exhibit catalog accepted into permanent collection.

Chicago Design Museum: Unfolded Exhibition / Chicago, IL → 2016

Menu design work selected for summer exhibit and added to museum’s permanent collection.

ADDY Awards / AAF Asheville → 2013

Gold: Integrated Campaign category / Silver: Illustration, Editorial, and Packaging categories.

EDUCATION / ACADEMIC HONORS

Masters Degree in Branding / School of Visual Arts / New York, NY

Recipient of the 2018 Lauren Zaleski Award / Honors Program / Thesis: Repositioning Culture

Post-graduation, I now assist with the curriculum and logistics for two courses: Logo Insignifica with professor Mark Kingsley and Design Matters with program chair Debbie Millman.

BFA Graphic Design / Iowa State University / Ames, Iowa

Deans List placement: six consecutive semesters. Highest 2% GPA college-wide: 2007 - 2008.

Research Assistant for Advanced Typography Professor: 2009 - 2010.

College of Design Study Abroad Program / Rome, Italy → Fall 2010

Semester abroad including an extensive branding and packaging workshop led by Primo Angeli.