



KAELI ELLIS

Graphic Designer /
Creative director

EMAIL tinydesigner@gmail.com

PHONE 727.424.4903

PORTFOLIO behance.net/kaeliellis

EXPERIENCE

WATER STREET TAMPA

February 2018 - November 2020

Graphic Designer / Brand Manager

- Brand strategy and guideline development
- Creation of brand manifesto
- Brand development, growth, and cohesion
- Direction and management of external creative teams including but not limited to brand development and strategy, copywriting, web development, print collateral, photography, signage design and fabrication, and environmental design
- Print and digital campaign development, design, and execution
- Logo design and brand development
- Print and layout design
- Digital advertising and web design
- Sales presentations and infographic design

CLEAR PH DESIGN

July 2012 - November 2017

Creative Director

- New business development
- Project management
- Campaign development and design
- Timeline formatting, definition of scope, and pricing
- Direction of in-house creative team including, but not limited to, graphic design, copywriting, web development, social media management, direct mail, and environmental design

THE CLEAR AGENCY

July 2011 - July 2012

Art Director

- Logo design and brand development
- Print and layout design
- Packaging design and photography
- Digital advertising and web design
- Campaign development and design

CLEAR PH DESIGN

June 2009 - July 2011

Senior Graphic Designer

- Logo design and brand development
- Print and layout design
- Packaging design and photography
- Digital advertising and web design
- Campaign development and design

CHERRY + COMPANY MARKETING

May 2009 - October 2011*

Junior Graphic Designer

- Logo design and brand development
- Print and layout design
- Digital advertising and web design

*Freelance / Gig Work

EDUCATION

BFA

BACHELOR OF FINE ARTS

University of South Florida

Graduated May 2009

Major - Graphic Design

Major - Art History

AA

ASSOCIATES OF THE ARTS

St. Petersburg College

Graduated May 2005

HONORS

- 8 GOLD ADDYS
- 22 SILVER ADDYS
- 3 BEST OF THE BAY
- 2 REGIONAL ADDYS
- 1 DAVEY AWARD
- 1 GD USA AWARD
- 1 LOGO LOUNGE
- 1 LANDBOOK FEATURE

PROFICIENCIES

- ADOBE ILLUSTRATOR
- ADOBE PHOTOSHOP
- ADOBE INDESIGN
- MICROSOFT POWERPOINT
- COPY WRITING
- SKETCHAPP
- PHOTOGRAPHY
- DRAWING
- MICROSOFT WORD

REFERENCES

Upon Request