

Kelsey Wilkerson

Creative Designer

CONTACT

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📍 Gainesville, FL

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EDUCATION

Interactive Brand Design Certificate
School of Visual Arts
New York, New York | 2020

B.F.A. Art + Technology
The University of Florida
Gainesville, FL | 2016

SKILLS

- 2D animation & motion graphics
- Strong communication and collaboration skills, working seamlessly within a team and with various stakeholders
- Experience in digital and print design projects, from conception to delivery, in alignment with responsive design and branding guidelines.
- Agile methodology & design thinking
- UI design

SOFTWARE

- Expertise in Adobe Creative Suite (Illustrator, Photoshop, InDesign, After Effects) Figma and Canva
- After Effects Expressions
- Google Web Designer
- Keynote / PowerPoint / Google Workspace
- Asana, Jira & Confluence

EXPERIENCE

FREELANCE DESIGN & PHOTOGRAPHY

KELSEY WILKERSON LLC | CNTL & SOUTH, FL REGION | FEB 2023 - CURRENT

- Assist brands on a number of visual design tasks including presentation decks, one-sheets, case studies, social media graphics, event branding and more.
- Specialized in lifestyle photography to support brand's social media efforts and events.
- Develop branded marketing templates via Canva, PowerPoint and Word.

CREATIVE SOLUTIONS SPECIALIST

CLINCH | NY, NY | MAY 2023 - JUNE 2024

- Assisted internal marketing team on client facing material such as presentations and one-sheets.
- Contributed to the highest revenue RFP in 2 weeks leading to a 1 year contract with Sony at \$800k.
- Provided customer demo and training covering the creative aspects of the Clinch Flight Control Suite to inform and help clients choose from our offerings.
- Developed custom creative solutions for a wide variety of video and display advertising challenges across client's DCO initiatives.
- Supported in pre- and post-sales capacity developing visual concepts to maximize sales efforts.
- Collaborated with Sales, Account Managers and Production teams to provide a creative knowledge base to develop processes that ensure operational efficiency.

SENIOR CREATIVE DESIGNER

INNOVID | NY, NY | MARCH 2019 - FEB 2023

- Developed a Kellogg's Pringles Super Bowl interactive ad that gathered over 6.4% engagement.
- Worked with clients to develop wireframes and content strategy for their brands.
- Collaborated with sales, developers and product engineers to develop custom creative solutions, RFI's and creative strategy presentation decks for high priority clients.
- Managed pre- and post-sale creative production consisting of a high volume of rich media interactive ads from ideation, design, storyboarding, troubleshooting and client demonstration.
- Assisted high revenue clients as the SME of interactive CTV, social, display and dynamic video ad formats and advised on which products, features and creative services would best fit their KPI's.
- Served as the p.o.c. for our off-shore designers and managed creative onboarding training.
- Solely responsible for developing omnichannel interactive creative that named Innovid the leader in the 2020 Forrester Wave Creative Advertising Technologies report.

MOTION GRAPHICS ARTIST & VIDEO TEAM LEAD

OPTYM | GAINESVILLE, FL | 2014 - 2016 (intern) 2017 - 2019 (FT)

- Lead the development of motion graphics and UI animation for 8+ mobile and desktop applications.
- Compiled weekly and monthly reports of team production time-line for Creative Director.
- Reduced creative production timeline by developing creative toolkits and managing these toolkits across the international team.