

# kelly carter

ART DIRECTOR | GRAPHIC DESIGNER

## PORTFOLIO

[kellycarter.me](http://kellycarter.me)

## CONTACT

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## ABOUT ME

I am a highly creative and multi-talented Creative Director/Art Director/Graphic Designer with over twenty years of experience in an agency/corporate environment, as well as a self-employed freelancer.

My exceptional collaborative and interpersonal skills have enabled me to team up with designers, copy-writers, content strategists, as well as marketing and sales personnel.

I am a passionate and inventive creator of innovative and conceptual solutions for a wide range of projects, including: branding, print publications, photo direction, advertising, newsletters, logos and brochures.

## SKILLS

Adobe InDesign  
Adobe Photoshop  
Adobe Illustrator  
Quark Xpress  
Acrobat  
Microsoft Office

## ACHIEVEMENTS

### National City and Regional Magazine

**Awards:** Silver Medal Winner of Color Feature, Design Award, 1997

**Print's Regional Design Annual:** Winner of 3 Color Feature Design and 1 Logo Design Awards, 1998-1999, 2001-2002

**Advertising Club of Delaware:** Winner of 26 Merit Awards, 3 Silver Awards and 1 Gold Award for Multi Page, Magazine Editorial, Design, 1990-2004

### Delaware Press Association

**Communication Awards:** 2009-2010, Feature Page Layout

## EXPERIENCE

### Freelance Designer

1991–present

Design logos, corporate identities, brochures, newsletters, print and digital marketing material for various commercial and non-profit groups.

### Graphic Design Specialist » Bank of America

2013–2017 · contractor · Wilmington, DE

Work with in-house design agency and internal clients, to create branded marketing materials for print. Edit and prepare digital files created in-house or supplied by outside agencies, for delivery to print vendors, ensuring brand guidelines.

### Design Director » *fresh* magazine » Produce Marketing Association

2013–2016 · contractor · Newark, DE

Design all editorial pages, including cover and occasional house ads. Retouch images and prepared files for print vendor.

### Creative Director » Delaware Today magazine

1999–2013 · Wilmington, DE

### Creative Director » Delaware Bride magazine

2004–2006 and 2008–2013 · Wilmington, DE

Plan, design and layout of monthly magazines. Consistently redesign overall look to update and streamline appearance. Direct all photography and routinely meet with editorial staff and publisher to plan stories and visuals. Oversee assistant art director and freelance artists. Maintain monthly art budgets, as well as freelance artists' billing. Design print and electronic marketing materials as needed.

### Art Director » Main Line Today magazine

1995–1999 · Wilmington, DE

Conceptualized and designed overall branding and design of start-up publication, Main Line Today magazine. Plan, design and layout of monthly issues. Direct all photography and routinely meet with editorial staff and publisher to plan stories and visuals. Supervise design and production staff, as well as freelancers. Maintain monthly art budgets, as well as freelance artists' billing. Design print and electronic marketing materials as needed. Trained editorial staff on design applications.

### Associate Art Director » Delaware Today magazine

1995–1999 · Wilmington, DE

Plan and design of features, advertising and magazine supplements. Direct photo shoots and edit images. Interact with vendors during production and conduct client meetings to determine design specifications of supplements. Design and produce various books, media kits and marketing collateral. Occasional press checks for printing of issues.

### Designer » Unique Industries, Inc.

1993–1995 · Philadelphia, PA

Design packaging, signage and display for Toys“R”Us. Design, direct photography and produce print materials for inhouse marketing department.

### Designer » Syntec Corporation

1991–1993 · Newark, DE

Design and produce newsletters, promotional materials and created computer illustrations of computer plant floor plans and diagrams.