



Mike Kelly

ART DIRECTOR • GRAPHIC DESIGNER

ABOUT ME

Please take a few moments to review my portfolio at www.mikekellyart.com for examples of my recent work.

I am an experienced Art Director and communications specialist with a proven track record of driving business for diverse industries with a passion for creating sharp, professional, and unique designs and messages that immediately attract attention and drive positive responses.

I'm skilled in developing high-impact marketing materials and brand identities for print and digital media. I'm dedicated to finding the most cost-effective and creative solutions for all challenges and I'm known for taking a hands-on approach to directing artists, writers, designers, photographers and illustrators. I'm skilled at collaborating with clients to bring bold, original and compelling design concepts to life.

SPECIALTIES

- Branding, Corporate Identity, Logos
- Print Advertising, Collateral, Packaging
- New Business Pitches
- Typography, Illustration
- Presentation Design, Infographics
- Photography, Retouching
- Video Editing
- Websites, Social Media Content

EDUCATION

1996 - '97 - School of Visual Arts
1985 - '88 - University of South Carolina

SKILLS

- InDesign
- Photoshop
- Illustrator
- Lightroom
- After Effects
- Premiere Pro
- Powerpoint
- Keynote
- Wordpress
- Figma

CONTACT

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WORK HISTORY

Present
(12 yrs)

Art Director / Logo Designer / Graphic Designer – Freelance

- Provide Art Direction on small and large-scale projects from creative conception to completion
- Create original graphic content for print, web, social media and other marketing platforms
- Clients include Windham County Democrats, Dummerston Cares, Brattleboro Literary Society, Polaroid, Misceo, Coby, Jetson E-Bikes, Novo Nordisk, Novartis, Biogen, and Sonofi

2012
(8 yrs)

Art Supervisor – Cline Davis & Mann, New York, NY

- Built healthcare brands visually from the ground up. Developed palettes, type families, illustration and photography styles, brand guidelines, communication styles and points of view
- Managed production of brand visuals - photo shoots, video shoots, art creation and retouching, and illustrations
- Supervised art direction as liaison between Art Directors and Creative Directors. Acted as mentor to junior art staff
- Maintained awareness of client requirements to ensure the best visualization of the product or service while staying within prescribed budgets
- Worked successfully with Copy and Account Services as a team leader to ensure strategic goals and objectives were met
- Clients included Pfizer, Novo Nordisk, Bristol Myers Squibb, Novartis, Abbot Vascular, Bayer and AstraZenica

2005
(5 yrs)

Sr. Art Director – Creative Network Systems, New York, NY

- Formulated art concepts and executed layouts for print and digital advertising and promotions
- Created concepts for product packaging, POP displays, trade show exhibits and outdoor media
- Clients included Viacom, American Express, Sony, Brugal, Talenti, Reebok, Jose Cuervo, Brother, Davidoff, and FDNY

2000
(2 yrs)

Graphic Designer – MKA Ltd, New York, NY

- Executed concepts, graphics, layouts and marketing materials for publishing and entertainment industry clients. Determined sizes and arrangement of illustrative materials, copy, font styles, sizes and colours
- Prepared final layouts for production, created mechanicals for specific media, liaised with vendors to ensure deadlines were met and materials were printed to the highest standard
- Clients included Showtime, ABC, Independent Film Channel, Nat Geo Channel, Disney Press, Hyperion, and Penguin Books

1998