



# MADELINE KELLY

[mkelly1.myportfolio.com](http://mkelly1.myportfolio.com)

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## EDUCATION

*2021-present*

### **Grow with Google**

Professional User Experience

Design Certificate

*Pratt Institute, New York, NY. 2020*

### **School of Continuing Education**

Advanced Photoshop

Advanced Illustrator

Intro to Web Design

*Skidmore College, Saratoga Springs, NY. 2019*

### **BS: Studio Art**

Concentration: Communication Design

Secondary concentration: Painting

## Artwork Displayed

*2019*

Student Juried Exhibition, Schick Gallery.

Senior Exhibition, Skidmore College.

*2018*

Capital Repetory Theatre, Albany, NY.

Case Gallery Exhibition, Skidmore College.

## **FIT BODY APP**

*Graphic Designer 2021- present*

Produces design for social media, branding, package design, website, and email, as well as a variety of digital assets.

## **POSTALYTICS**

*Graphic Designer 2018 - present*

In charge of UX/UI improvements in SaaS application.

In charge of website redesign that led to a 23% increase in conversion rate for free account sign ups.

Create digital assets and custom illustrations as well as marketing collateral. Participate in usability and design reviews and A/B testing for SaaS application and company website.

## **BOSHA DESIGN AND COMMUNICATIONS**

*Contract Freelance Graphic Designer, March - June 2021*

Creates interactive pdfs, magazine spreads, print design, animated GIFs as well as web design for large corporate clients such as Johnson & Johnson.

## **ELEVATOR GROUP**

*Freelance Graphic Designer, 2020-2021*

Created package design and user guide for exercise equipment company, as well as digital illustrations under strategic direction of Art Director.

## **ASYA BLUE DESIGN**

*Junior Graphic Designer 2020-2021*

Executes digital and print design production of approved design work based on strategic direction, including a variety of print assets, as well as online marketing content and site design.

## **Skills**

- Indesign
- Photoshop
- Illustrator
- Premiere
- After Effects
- HTML/CSS
- Adobe XD/Figma
- Wordpress

## **Experience**

- Digital design
- Print design
- Digital illustration
- UX/UI design
- Packaging design
- Website design
- Branding
- Book design