

KELLIE ZAPLITNY

CONTACT

kzaplitny@gmail.com

PORTFOLIO

kelliezaplitny.com

HARD SKILLS

Art Direction
Brand Development
Logo & Identity Systems
Brand Strategy & Activation
Packaging Design
UX/UI Design & Build
Information Architecture
Wireframes
User Journeys
Outdoor Advertising
Print Design
E-commerce Ad Design
Print Collateral
Trade Show Design
Typography
Color Theory
Concepting
Strategy Development
Preflight & Print Production
Photo Manipulation
Color Correction
Slide Deck Presentation Design
Social Media Marketing
Video Storyboarding

TECHNICAL COMPETENCIES

Mac OS
Adobe InDesign
Adobe Photoshop
Adobe Illustrator
Adobe XD
Adobe Acrobat
InVision
Miro
Microsoft Office
WIX
Function Point
Workfront Proof
Joomla Content Management
MailChimp

INDUSTRY EXPERIENCE

Senior Designer, Equator Design; March 2023–Present

- ◆ Design and direct solutions for CPG packaging and marketing

Senior Designer, Newhall Klein; Sept. 2017–Feb. 2023

- ◆ Produce results-driven work across a wide breadth of industries and media platforms (e.g., brand development, logo, packaging, web design, digital, social media, ad design, video, outdoor, tradeshow, editorial and print)
- ◆ Manage creative processes and workflows from ideation through completion for clients' marketing objectives and design initiatives
- ◆ Collaborate with developers to create compelling B2B and B2C e-commerce and branding websites, their user experience, user workflow, information architecture, and content
- ◆ Build, maintain, and improve design systems; develop standards for UI elements, icons, text styles, and effects
- ◆ Manage and lead the company's rebrand including all touchpoints
- ◆ Art direct photoshoots: collaborating with food stylists, talent, and photographers to create visuals in adherence to creative brief and scope
- ◆ Assume leadership in the review and evaluation of the quality of creative deliverables at the critical stages of their development
- ◆ Establish and implement key creative processes and work methodologies to achieve higher levels of quality and productivity in the work
- ◆ Create and present concepts and designs to clients in person and over video
- ◆ Manage and nurture relationships with clients, outside agencies, and third-party partners
- ◆ Motivate, mentor, and engage creative teams
- ◆ Exhibit high integrity and character, supporting the company's mission

Visual Merchandising Designer, Meijer Inc.; June 2017–Sept. 2017

- ◆ Lead concept, design, and production of premier Meijer store's visual shopping experience
- ◆ Champion typography, color management, and file production best practices and preflight for large-scale printing

Lead Creative, Grand Apps; Apr. 2016–June 2017

- ◆ Develop wireframes, information architectures, user journeys, and build fully responsive websites and mobile applications
- ◆ Strategize, craft and execute social media campaigns
- ◆ Manage and nurture relationships with business owners and C-suite executives
- ◆ Run internal design reviews with designers, partners of the agency, and account teams
- ◆ Art direct photoshoots and build brand assets

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CLIENTS & PARTNERS

Arbor Financial Credit Union
Bailey's Irish Cream
Boohoff Law
Berkely Half Marathon
Business Leaders For Michigan
Custom Culinary, Inc.
Elevated Technologies, Inc.
Fusion Fluid Equipment
Gateway Plastics, Inc.
Goodwill of West Michigan
Gordon Food Service
Greenleaf Hospitality Group
Holland Board of Public Works
Independent Marketing Alliance
Kadant Inc.
Kellogg's
Kalamazoo Community College
Kalamazoo K-Wings
Kalamazoo Valley Museum
Krusteaz Professional
Lawton Ridge Winery
Markon Cooperative, Inc.
Milestone Senior Services
Pepsi Co.
Performance Food Group
phade® Marine Biodegradable Straws
Pioneer Construction
Reinhardt Food Service
Reyes Beer Division
Reyes Coco-Cola Bottling
Ripple Foods
Sandridge Foods
Saugatuck Brewing Co.
Saugatuck Center for the Arts
Shamrock Foods
Sling TV
Van Andel Global Trade Center
WeCare Connect
Wellspring Lutheran Services
Wincup
Young Presidents Organization

INDUSTRY EXPERIENCE (Continued)

Graphic Designer, Baudville Inc.; Dec. 2014-Apr. 2016

- ◆ Provide creative services to in-house marketing initiatives including package design, product development, email creative, digital, and print
- ◆ Launch the company's new brand (e.g., brand activation, logo, website design, and print catalog)
- ◆ Manage and art direct photoshoots with outside studios and partners

Digital Designer, Engine Web Development; Jan. 2013-Dec. 2014

- ◆ Work with clients and developers to create responsive websites, wireframes, and front-end design
- ◆ Manage and nurture relationships with business owners, C-suite executives, and partners of the agency
- ◆ Produce creative for blogs, social media, e-newsletters, wireframes, and mobile applications
- ◆ Champion web and digital best practices; typography, color space, file optimization, SEO-rich content, UX

Graphic Designer, *REVUE Magazine*; Mar. 2012-Dec. 2014

- ◆ Work with editors, photographers, art directors, and publishers to create monthly music and entertainment print magazine
- ◆ Champion editorial design, page layout, in-house promotional materials, digital advertisement coordination, e-newsletter production
- ◆ Adhere to strict publishing deadlines

Graphic Designer & Ad Traffic Coordinator, *MiBiz*; Jan. 2012-Dec. 2015

- ◆ Work with editors, photographers, art directors, and publishers to create bi-weekly B2B news publication
- ◆ Champion editorial design, page layout, in-house promotional materials, digital advertisement coordination, e-newsletter production
- ◆ Adhere to strict publishing deadlines

EDUCATION

Kendall College of Art and Design; Grand Rapids, MI

Bachelor of Fine Arts in Graphic Design with Honors, Dec. 2011

ACHIEVEMENT

Grand Rapids Women in Leadership 2022-Present

Kalamazoo CAN-DO KITCHEN Educational Speaker 2019-2021

Baudville Illuminary Award Nomination – 2015

KCAD President's list – 2009, 2011

KCAD Dean's list – 2008, 2010

KCAD Scholarship of Merit – 2007-2011

Studio 23 Artist of Excellence Scholarship – 2007-2009