

# Kelly-Ann McGonigal

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## **EDUCATION**

University of Central Florida  
Class of 2006  
Bachelor of Arts in Art  
Specializing in Graphic Design  
with a Minor in Digital Media

Seminole High School c/o 2001  
High School Diploma  
Magna Cum Laude

## **A LITTLE ABOUT ME**

Finding out how something was created and how it is structured is a favorite pastime of mine. I learn quickly and keep notes. My clutter has its own organization. Deadlines keep me on track. I see solutions in chaos. I'm a daydreamer, but remain grounded.

## **WHAT YOU SHOULD KNOW**

My name is Kelly-Ann McGonigal. I am highly skilled in creative, technical and team based environments. What this means for you as my employer is that I am more than capable of handling the technical and creative aspects of the project at hand as well as balancing the needs of those involved. I work hard and go to great lengths to ensure that I have done my job to the fullest. In addition to these skills, I am very dependable and organized. I am very laid back and able to go with the flow, but I thrive on deadlines and fast-paced atmospheres. In my free time I can be found reading about new trends in technology, design, and DIY/crafting and I bring this knowledge to all that I do.

## **MY SKILLS**

Raster and Vector image creation and editing, Logo Design, Corporate Identity and Branding, Typography, Direct Mail and Advertising Design, Brochure and Catalog Design, Promotional Signage and Banner Design, Illustration using both traditional and digital techniques, Social Media and Blogging (Twitter, Facebook, WordPress etc.), Web Site Design and Coding (CSS, HTML, PHP), Video and Sound Editing, Word Processing, Mediation, Instruction, Education, Presentations, Scheduling, Sales, Organization, Photography, Sculpture, Book Binding, Collage, Knitting, Crocheting, Sewing, and Painting.

## **MY TOOLS**

Adobe Creative Suite (Photoshop, Illustrator, InDesign, Dreamweaver, and Fireworks), Fetch, CSS Edit, NetBeans, WordPress, iWork, Microsoft Office, Text Edit, Drop Box, Linotype FontExplorer X, Fontcase, FontSUITcase, XMPie, iLife, Mac OS X, Windows XP, my iPhone5s, Wacom Intuos tablets, 15" MacBook Pro, Any art and craft supply I can get my hands on and Sharpie Markers

## **PLACES I'VE WORKED AND WHAT I DID WHILE I WAS THERE**

GRAPHIC DESIGNER, AMERICAN MARKETING AND MAILING SERVICES IN TAMPA, FL 2010 - 2013

Collaborate with account managers, sales teams, and clients to develop and design direct mail and e-mail marketing campaigns targeting both service and sales for the automotive industry. Utilizing typography and stock photography and incorporating new technology such as QR codes and personal URLs. Including but not limited to letters, self mailers, flyers, postcards and snaps for both sales and service which may include checks, vouchers and/or coupons as they required. Meeting strict daily deadlines along with proofing projects before printing and mailing. Acknowledged as a top-performer by being twice awarded Employee of the Month and receiving numerous increases in compensation.

FREELANCE DESIGNER, GENERATION KATALYST IN CINCINNATI, OH 2011

Logo design for Generation Katalyst a baton twirling organization based in Cincinnati, OH.

FREELANCE DESIGNER, WORLD CHEER CENTER IN CLERMONT, FL 2010

Branding for World Cheer Center and their team, Rush Allstars. Including but not limited to logo and stationary design, website design with custom WordPress theme, window signage, banners, decals and apparel.

CREATIVE, APPLE INC. IN BETHESDA, MD 2007-2009

One-to-One customer training on how to use Apple products and software, including but not limited to: web site design, photo editing, movie editing, presentation, spreadsheet and word processing document creation, file organization and management, internet skills, explanation of operating system and program structure and settings, workflow and multitasking, and basic computer trouble shooting. Also responsible for scheduling 5 full time and 2 part-time employees and making the daily session schedule for up to 40 appointments and 7 trainers per day, as well as sales, cashiering and inventory duties at one of the highest volume Apple stores in the Washington, DC region.

FREELANCE PRODUCTION ARTIST, THINKFUN INC. IN ALEXANDRIA, VA 2007

Mocked up 30 full size boxes for various educational kits for distribution to clients.

MARKETING SPECIALIST, UCF COMPUTER STORE IN ORLANDO, FL 2006

Completed over 100 projects in 10 months creating new flyer campaigns and re-imagining current campaigns. Also responsible for creating web graphics to highlight current sales and promotions. Cashiering, sales and inventory duties for student, staff, faculty and departmental purchases as needed.

FREELANCE DESIGNER, THE ORLANDO PREDATORS IN ORLANDO, FL 2002-2003

Press pass design, newsletter header design and 2003 Predators Media Guide design and layout.

FREELANCE DESIGNER, SEMINOLE HIGH SCHOOL WARHAWK BAND AND COLORGUARD IN SEMINOLE, FL 2002-2004

2002 WGI Suncoast Regional Program Cover, 2003 Marching Season Tour Shirt "Off Center," 2003-2004 Seminole Visual Spectacular shirt and Program Cover design, 2004 Rose Bowl Tour Shirt "Experiment 33776: An Adventure in Modernism." A variation on my design has been continually used since 2004 for the annual Seminole Visual Spectacular.

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