



KELLY FREEMAN

SKILLS

- ADOBE INDESIGN
- ADOBE ILLUSTRATOR
- ADOBE PHOTOSHOP
- ADOBE PREMIERE
- PHOTOGRAPHY
- TYPOGRAPHY
- WEB DESIGN
- AGILE METHOD
- ILLUSTRATION
- OFFICE 365

PORTFOLIO

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CONTACT

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EDUCATION

VIRGINIA COMMONWEALTH UNIVERSITY
B.F.A. GRAPHIC DESIGN (CUM LAUDE)
MINOR IN MUSIC
GPA: 3.5

GRAPHIC DESIGNER AT HAMPTON YACHT CLUB

OCTOBER 2021 - PRESENT

- CREATED VARIOUS EVENT-SPECIFIC MENUS FOR PRIVATE PARTIES & WINE TASTINGS
- REDESIGNED THE MENU FOR THEIR DOWNSTAIRS "DOCKSIDE LOUNGE" RESTAURANT AND UPSTAIRS "COMMODORE'S DINING ROOM"
- DESIGNED AND MAINTAINED A BRAND-NEW WEBSITE FOR EASIER MEMBER AND EMPLOYEE ACCESS
- CREATED PROMOTIONAL PARAPHERNALIA INCLUDING POSTERS, PHOTOGRAPHY/VIDEOGRAPHY, AND EMAIL DESIGNS FOR THE TOM BRADY SAILING CENTER AND LOCAL REGATTAS
- DESIGNED AND DISTRIBUTED THEIR MONTHLY NEWSLETTER "THE MAINSHEET"

GRAPHIC DESIGNER AT CIRCLES RVA

AUGUST 2020 - DECEMBER 2020

- WORKED WITH A TEAM OF DESIGNERS USING AGILE METHODOLOGIES TO HELP A NON-PROFIT ORGANIZATION GAIN AWARENESS AND DONATIONS
- CONDUCTED RESEARCH AND INTERVIEWS TO INCLUDE IN FINAL INFOGRAPHICS
- DESIGNED AND PRINTED BOOKLETS TO GIVE TO DONORS AND POTENTIAL DONORS
- HELPED FACILITATE A SOCIAL MEDIA PRESENCE RESULTING IN A GAINED AVERAGE POST ENGAGEMENT OF 555 PEOPLE
- RAISED A TOTAL OF \$1,246 WITHIN 2 MONTHS

GRAPHIC DESIGNER AT SOUND OF MUSIC STUDIOS

DECEMBER 2019 - DECEMBER 2020

- CREATED DESIGNS FOR LOCAL BANDS INCLUDING POSTERS, FLYERS, LOGOS, AND ALBUM COVERS
- WORKED CLOSELY WITH THE OWNER OF THE STUDIO TO HELP PROMOTE SHOWS AT THEIR VENUE THROUGH CONTINUED DIGITAL ENGAGEMENT

EDITOR AT AMENDMENT VCU

AUGUST 2020 - MAY 2021

- COLLABORATED WITH A TEAM OF WRITERS, ILLUSTRATORS, AND DESIGNERS TO PRODUCE A YEARLY PROGRESSIVE LITERATURE AND ART JOURNAL BY VIRGINIA COMMONWEALTH UNIVERSITY STUDENTS
- 2ND PLACE 2021 ASSOCIATED COLLEGIATE PRESS BEST OF SHOW

EDITOR AT POICTESME (PWA-TEM) VCU

AUGUST 2020 - MAY 2021

- HELPED PRODUCE AN AWARD-WINNING YEARLY ANTHOLOGY OF LITERATURE AND ART FROM UNDERGRADUATE STUDENTS AT VIRGINIA COMMONWEALTH UNIVERSITY
- LITERARY/ARTS MAGAZINE PACEMAKER AWARD
- 1ST PLACE 2021 ASSOCIATED COLLEGIATE PRESS BEST OF SHOW