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SUMMARY

Dedicated and creative graphic designer with progressive experience designing print and digital solutions that address client objectives. Skilled project manager and leader, able to develop effective concepts and deliver impactful content that meets time and budget constraints.

- Branding & Marketing
- Creative Strategy
- Concept Development
- Content Creation
- Digital & Print Design
- Project Management
- Collaboration
- Communication
- Marketing Strategy
- Problem Solving
- Corporate Identity
- Advertising

TECHNICAL PROFICIENCIES

Adobe Creative Suite (InDesign, Photoshop, Illustrator, Dreamweaver), MS Office (Word, PowerPoint, Excel) MailChimp, Constant Contact

PROFESSIONAL EXPERIENCE

Senior Graphic Designer/Marketing Specialist Colliers International, Irvine, CA (2019 - 2020)

Specializes in branding, identity, print design, conceptual design, creative strategy, digital marketing, social media, print marketing, MailChimp, Constant Contact, Adobe Suite, Microsoft Office, design management, email drip campaigns, advertising

- Skilled project manager and leader, able to develop effective concepts and deliver impactful content that meets time and budget constraints
- Services include social media marketing, content management, email marketing, WordPress design and management, project management, digital and print design

Freelance Graphic Designer Kelly Crane Design, Mission Viejo, CA (2009 - Current)

Provide graphic design services that focus on the strategic use of branding and print content to reach target audiences. Collaborate with clients to develop concepts, present strategies, and deliver work on-time and on-budget. Produce rebranding projects, brochures, direct mail, logo design, newsletters, presentations, and programs. Clients include: PSB Marketing, Apollo Financial, Synergy Microsolutions, Chino Hills Chamber of Commerce, and TRI Leadership, Inc.

- Go DECA Program- Created 60-page program for student leadership event, working in collaboration with the host, TRI Leadership, to ensure completion on-time and on-budget.

Senior Graphic Designer New American Funding, Tustin, CA (2015 - 2019)

Created and produced print and digital designs for use within the mortgage industry. Oversaw project teams to deliver consistent, high-quality, and impactful marketing solutions. Established corporate identity and created logos, infographics, brochures, advertisements, and web and email content.

- Delivered rebranding of builder division, leading design team, social media, and development teams to develop an impactful, luxury brand identity for the division.

Senior Graphic Designer Westamerica Communications, Lake Forest, CA (2006 - 2014)

Led strategic development and execution of creative concepts for internal marketing campaigns and client projects, including direct mail, corporate identity, websites, and email marketing campaigns. Collaborated with internal and external stakeholders to refine concepts, ensure consistency of branding and messaging, and deliver quality work within time and budget constraints. Provided training and mentorship to new staff on procedures and branding guidelines to enable smooth integration into the team.

- Selected to rebrand Chevron Federal Credit Union, and their sister companies, creating new logo and company collateral, as well as brand guidelines.
- Won rebranding contract for PSB, redesigning new logo and all company collateral.

EDUCATION

Academy of Art College, San Francisco, CA | Bachelor of Fine Arts, Graphic Design

Print and packaging work selected for The Academy of Art College Spring Show all 4 years.