

KELLY FRANKS

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EXPERIENCE

Digital Designer

Condé Nast

March 2021-Present • New York, NY

Responsible for the development of creative assets related to the digital marketing efforts for Condé Nast brands (Allure, Architectural Digest, Bon Appétit, Condé Nast Traveler, GQ, The New Yorker, Vanity Fair, Vogue, Wired)

Junior Visual Designer

L'Oréal

November 2020-March 2021 • New York, NY

Created assets for Redken, Matrix, and Biolage across both the US and European markets. Developed projects spanning merchandising and marketing efforts within print and digital media.

Junior Designer

The Mayfair Group

June-August 2019 (Intern)-October 2020 • Scottsdale, AZ

Designed and maintained the brand's new eCommerce site (Website launch (03/2020); increased gross merchandising revenue 30x from previous year to \$2.7+ Million); Spearheaded new design position at company focusing on digital marketing; Oversaw and mentor a group of interns; Conceptualized and produced assets for print and social media platforms with a following of over 490k.

Graphic Designer + Art Director

Upstream Advertising (AAF NSAC)

June 2019-June 2020 • Eugene, OR

Produced a comprehensive B2B advertising campaign for the National Student Advertising Competition's 2020 sponsor, Adobe, focusing on their programmatic adtech software; Contributed to the strategic conception and production of print, digital, and experiential assets. This campaign placed seventh in the nation out of 120 teams.

Editorial Designer

Flux Magazine

February-June 2020 • Eugene, OR

Flux is a nationally recognized student publication through the University of Oregon. Selected from the team of designers to lead the creative direction of the COVID-19 special report section; Due to COVID-19, this publication was produced 100% remotely.

SKILLS

Adobe Illustrator
Adobe Photoshop
Adobe After Effects
Adobe InDesign
Figma
Print, Web + Mobile Design
Brand Identity
Animated GIFs
Klaviyo + SMS Marketing
Squarespace + Shopify
Procreate + Digital Illustration
Keynote
Slack
Basic HTML + CSS
Photography + Photo Editing
Microsoft + G-Suite
Asana + Basecamp

EDUCATION

UNIVERSITY OF OREGON

School of Journalism and

Communication Honors Program;

B.S. Advertising; Cum Laude; 3.8 GPA

ACHIEVEMENTS

SCHOLAR AT THE WAYNE MORSE CENTER FOR LAW & POLITICS

DEAN'S LIST:

The Ohio State University

The University of Oregon

PRESENTER AT THE UO

UNDERGRADUATE RESEARCH

SYMPOSIUM on Media and Social Action