

# hello! I'm Kelina.

laugher. designer. reader. player of sports of the lesser known variety.

## work experience

### wildfire

**visual and brand designer (remote)** 11.22–present

Lead in house design at financial cashback rewards tech company

Collaborate effectively with cross-functional teams to develop and implement creative solutions that elevate, expand, and evolve brand presence

**weidnerca** (formerly fuel creative group, acquired 09.19)

**creative designer (remote)** 09.19–10.22

Design lead for holistic experiences across branding, advertising, illustrations, marketing, social media, email, digital and offline campaigns, websites, packaging, and environments

Accountable for development and management of project timelines, client communication, client relationships, and project success for projects valued at \$500,000+

Collaborate and manage teams of 5–20+ people, including account executives, sales, architects, marketing partners, media vendors, and fabricators

Provide art direction, project strategy and research through concept development to execution and delivery

Build, deliver, and present strategic creative presentations to clients and project stakeholders

**fuel creative group** (acquired by weidnerca in 09.19)

**senior designer** 02.19–09.19

**designer** 02.16–02.19

Utilize critical thinking and creative problem-solving for brand design; establish systems for usage including color, type, and graphic styles

Design websites and collaborate with developers for responsive implementation

Oversee project scope, budget, timeline, design development and delivery

Delegate project components and provide creative direction as needed through production

**crispin porter + bogusky**

**jr. digital artist (contract)** 10.15–12.15

Execute production ready files to extend brand and campaign elements for clients such as Applebees, Charles Schwab, and PayPal

Contract extended and role expanded to include crafting presentation and pitches for the new business team in client acquisition for Jose Cuervo and others

**freelance**

**graphic designer** 01.15–present

Create brands, print collateral, and experiential spaces for clients including UPBasketball (founded by an NBA trainer), as well as Cal Cedar (famed Blackwing pencil parent company)

## software skills

EXCITED TO LEARN

KNOW THE BASICS

WHERE IS THAT FEATURE AT AGAIN?

FINGER-FLYING SHORTCUT EXPERT

adobe illustrator

adobe indesign

adobe photoshop

adobe xd

adobe dimension (3D rendering)

sketchup (3D modeling)

figma

webflow and editorX



## education

university of the pacific  
bachelor of fine arts in  
graphic design

dean's honor roll

honors program

magna cum laude

## design obsessions



grids



color



brand personality

Aa

funky typography

## interests



theatre



reading



beverages



building



field hockey



aussie football



environment

## contact me

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