

SUMMARY

Experienced graphic designer with over a decade in the industry, known for creating branding for nationally promoted events in collaboration with major retailers like Microsoft, Macy's, and Walmart. Specializing in project management and brand conception, adept at crafting impactful visuals for large-scale events across print and digital platforms. Passionate about leveraging design principles to drive engagement and conversion, seeking to contribute expertise to forward-thinking organizations.

EXPERIENCE

DIGITAL DESIGNER

NATIONAL RETAIL FEDERATION

2/2020 – 3/2024

Notable: Spearheaded the creation of branding for the prestigious 2021 NRF NXT and 2022 NRF Supply Chain 360 events

- Designed comprehensive digital and print materials across diverse projects, including brand identities, landing pages, digital advertising media, social media graphics, in-store materials, email templates and virtual event spaces
- Innovatively adapted brand and product activation initiatives to the digital realm, enhancing market reach and impact through strategic digital design solutions.

GRAPHIC DESIGN, FREELANCER

MICROSTRATEGY

12/2019 – 2/2020

Notable: Conceptualized and produced print and digital assets for numerous national events, each drawing crowds exceeding 10,000 attendees, ensuring consistency and brand integrity.

- Executed design projects spanning various media formats (includes but not limited to: event communications, flyers, emails, website, and social media)
- Created and maintained style guides to build and revise package/content layouts according to project specifications and senior leadership directives

GRAPHIC DESIGN, CONTRACTOR

SOUTHWEST AIRLINE PILOT'S ASSOCIATION

2/2019 – 9/2019

Notable: Spearheaded the design team in the successful development of the new website design, overseeing the project from conception to execution.

- Created site-map, wire-frames, and final design of responsive mobile app interface and website ensuring seamless user experiences and brand coherence.
- Directed the design and production process of the company's monthly publication, Reporting Point

GRAPHIC DESIGNER

WOMEN'S FOODSERVICE FORUM

3/2017 – 2/2019

Notable: Conceptualized and produced a 100 pg program, signage, and packaging for Annual Leadership Development Conference (3000+ attendees) and ensuring a cohesive brand presence.

- Designed various print and digital projects including event communications, templates, flyers, newsletters, brochures, website assets, and print ads.
- Established and maintained style guides to ensure consistency in package/content layouts based on project specs and senior leadership direction.

KELLI E. ESQUILIN

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EDUCATION

MS | 2013-2015

Communication Design

Pratt Institute

BFA | 2007-2011

Journalism & Graphic Design

Hampton University

PROFICIENCIES

- Color Theory
- Typography
- Project Management
- Ideation and Concept Execution
- Layout and Conversion Optimization
- Wireframing
- Brand Conception and Execution
- Website Design

TOOLS

- Mural
- Adobe Creative Cloud (InDesign, Illustrator, Photoshop, XD)
- Sketch
- Figma
- InVision
- Workfront
- Canva
- Coolers
- Microsoft Office,
- Google Slides/Keynote
- Marketo