

Kelly Cardinal

Kelly Cardinal • Phone number provided upon request
kelly.cardinal@gmail.com
www.kellycardinaldesigns.com

FULL TIME EXPERIENCE

American Academy of Sleep Medicine *Graphic Designer*

February 2020-Present. Powered a 3% membership increase in 2021 by:

- Creating branded, compliant presentation templates to increase reach to medical students and providers
- Redesigning SleepEducation.org into an SEO-friendly, responsive site; and
- Bridging image gaps in the association's education library by illustrating complex and unique medical graphics.

BiznusSoft *Graphic Designer*

March 2019-January 2020. Revived this SaaS startup's reputation and sales through designing Mailchimp and Salesforce email campaigns, PowerPoint presentations, tradeshow signage, a social media presence, websites through offshore project management and videos utilizing After Effects. These efforts resulted in \$47,000 in revenue in the fourth quarter in 2019.

Teamsters Joint Council 25 *Communications Designer*

December 2016-March 2018. Launched Constant Contact email campaigns and built the Joint Council's WordPress blog website. Created compelling PowerPoint presentations, branch identities, videos utilizing Premiere Pro, social media ad campaigns, flyers, mailers, stationary, billboard and event collateral. These efforts produced over 500 new memberships in 2017.

Teamsters Local 727 *Communications Designer*

September 2016-December 2016. Photographed events, managed social media, posted on the Branch's Wix site and designed flyers and newsletters. Trained the new hire to ensure a smooth transition by teaching InDesign, Photoshop, the newsletter schedule and union policies.

FREELANCE EXPERIENCE

Kelly Cardinal Designs *Owner/Graphic Designer*

June 2013-Present. Constructed a strong voice for non-profits and small businesses such as Prairie Center, do good Consulting and Pryme Tyme on either a pro bono or small budget basis through designing brand assets, print deliverables such as banners, ID cards, brochures, T-shirts, packaging, PowerPoint presentations and booklets and digital/web assets such as websites and social media ads and banners.

OppLoans *Graphic Designer/Illustrator*

November 2018-February 2019. Created an educational infographic eBook and HTML/CSS email.

Dolphin Creative *Graphic Designer*

March 2018. Designed packaging pitches for large companies like Oreo, Chase, Sensodyne, Splenda, Ragu, Corona and Mars.

Thrifty Nickel Classifieds *Graphic Designer*

July-August 2016. Produced and reconstructed ads for a local classified newspaper within tight deadlines and strict client demands.

SKILLS

Branding (logo design, brand consulting, creating, updating or honoring brands by carrying over elements throughout all collateral, style guides), Custom Illustration, Print Design (ad campaigns, banners, posters, stationery, mailers, brochures, catalogs, billboards, etc.), Social Media Ad Campaign Branding/Design, Photo Editing, Video Editing/Animation, Web Design (wireframes, mockups, WordPress page building)

TOOLS

Adobe Creative Suite
Mac and PC
WordPress
HTML and CSS
Microsoft Office

EDUCATION

Illinois State University
Honors Graduate-Bachelor of Science
Social Psych with Art Minor

Parkland College

Graphic and Web Design,
Photography