Kelsey Wilkerson

SENIOR CREATIVE DESIGNER

CONTACT

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📍 Florida / NYC

🧭 www.kelseywilkerson.com

EDUCATION

Interactive Brand Design Certificate
School of Visual Arts
New York, New York | 2020

B.F.A. Art + Technology
The University of Florida
Gainesville, FL | 2016

SKILLS

- 2D animation & motion graphics
- Strong Graphic Design foundation
- Foundational HTML & CSS
- Excellent verbal & interpersonal communication
- Strong background in branding
- Agile Methodology & Design thinking
- Product branding

SOFTWARE

- Adobe Creative Cloud: Photoshop, Illustrator, Premiere, After Effects & InDesign
- After Effects Expressions
- Marvel

PROFILE

Senior creative designer specializing in user centric, custom interactive ads. Including social media microsites, dynamic video, display and Connected TV for high impact brands. Among these clients are, Stellantis, Turner Media Company, Roku, Publicis Media GSK and more

EXPERIENCE

SENIOR CREATIVE DESIGNER

INNOVID | NY, NY | MARCH 2019 - PRESENT

- Executed decision details from granular creative components and design specifications, to large-scale user functionality.
- Managed the creative production queue consisting of a high volume of rich media interactive ads from end-to-end
- Assisted clients as subject matter expert of interactive CTV, social, display and dynamic video ad formats. I advise on which products, features and creative services will best fit their KPI's.
- Developed prototypes, user flows, service design, and content strategy across platforms for several high revenue clients.
- Collaborated with salespeople, creative developers and product engineers to help develop custom creative solutions for high priority clients.
- Owned the creative process from end-to-end: kick off calls, prototyping, creative strategy, creative production, storyboard development and quality assurance.
- Contributed to the highest revenue generating projects.

MOTION GRAPHICS ARTIST & VIDEO TEAM LEAD

OPTYM | GAINESVILLE, FL | 2017 - 2019

- Lead the process of developing motion graphics and UI animation for 8+ mobile and desktop applications.
- Lead prototyping efforts for product demos.
- Compiled weekly and monthly reports of team production time-line for Creative Director.
- Implement design strategy for still graphics and motion graphics for social media content, product videos, and other branded content.
- Reduced creative production timeline by developing creative toolkits and managing these toolkits across the international team.
- Improved post-production productivity by creating streamlined editing processes, developing organization standards for quick retrieval and efficient delivery.

GRAPHIC DESIGN INTERN / MOTION GRAPHICS ASSOCIATE

OPTYM | GAINESVILLE, FL | 2014 - 2017.

- Collaborated cross-team to produce demo videos & storyboards to assist lead marketing designers.