

# kelly ferguson

Graphic Designer — digital portfolio at [kcfergus.com](http://kcfergus.com)

## CONTACT

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## SKILL SET

Adobe Creative Suite

Typography

Page Layout

Branding

Conceptualization

Photo Retouching

Basic HTML/CSS

Wordpress Websites

## EDUCATION

University of Florida |  
Gainesville, FL 2012

**BFA in Graphic Design, Minor in Art  
History, Cum Laude (G.P.A. 3.55)**

The graphic design program  
selectively accepts students to work in  
a collaborative studio environment to  
produce high quality, conceptual work.

Westminster Christian  
School | Miami, FL 2008

**References available  
upon request.**

## EXPERIENCE

**Ideabar** | 2018-2020, West Palm Beach FL

Hired as a contract employee for this start-up marketing agency, I was spread between the creative and interactive (web) departments. Creatively, I was responsible for ideating campaign concepts and new branding as well as seamlessly creating assets for already established brands. Working with the interactive team I created landing pages, HTML eblasts and assisted with custom website creation.

**JVS Marketing/Blue Gorilla Digital** | 2015-2018, Jupiter FL

As a very small business, every employee wears many hats and contributes to all projects in any way necessary. In addition to creating art and directing associate designers in the creation of campaign assets, I also helped out with social media marketing strategies and completion, email blast/landing page code and development as well as reading and understanding google and facebook analytics.

**Cotton & Company** | 2013-2015, Stuart FL

Art Director

Contribute to creative meetings and take all aspects of the project from start to finish. Create print specification sheets and work with print vendors to ensure high-quality deliverables get to the client on deadline. Required to go on press checks. Create photoshoot shot lists for projects I oversee. Design layouts and graphics for project while directing freelancers on designs and photo editing.

Junior Art Director

Given my own individual projects where I was required to work directly with the account management team to provide the client a professional and completed advertising package. Responsible for the overseeing the completion of key Cotton & Co. client projects from start to finish. Manage the freelance designers to assure an update to date project list.

Associate Designer

Daily communication with art directors and senior management to ensure project scheduling, workflow, and quality of all work in the pipeline. Collaborate with the lead art director in designing all necessary assets for any of the diverse projects.