

kelly ferguson

Graphic Designer — digital portfolio at 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.

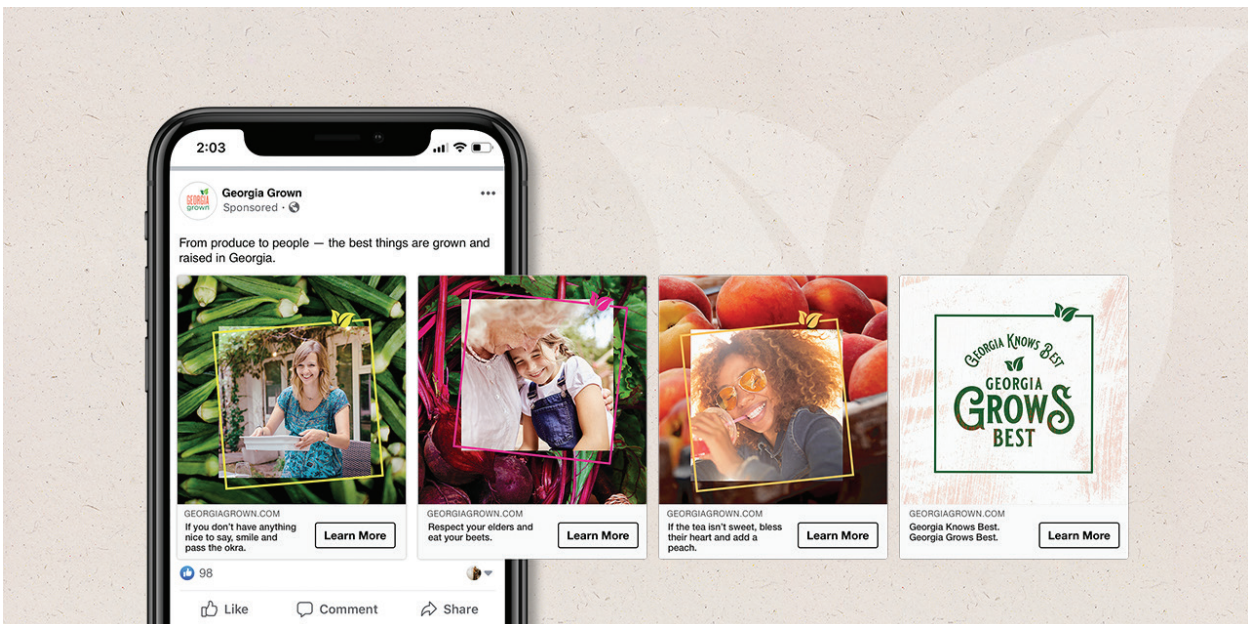
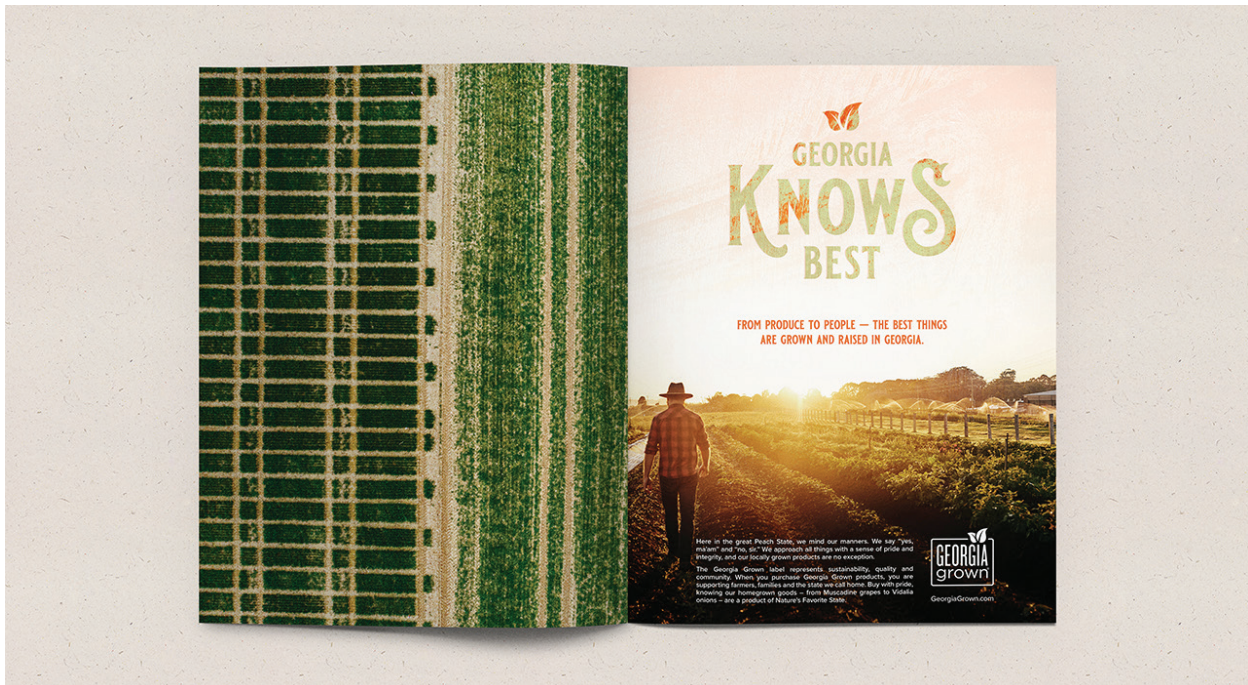
Junior Art Director

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

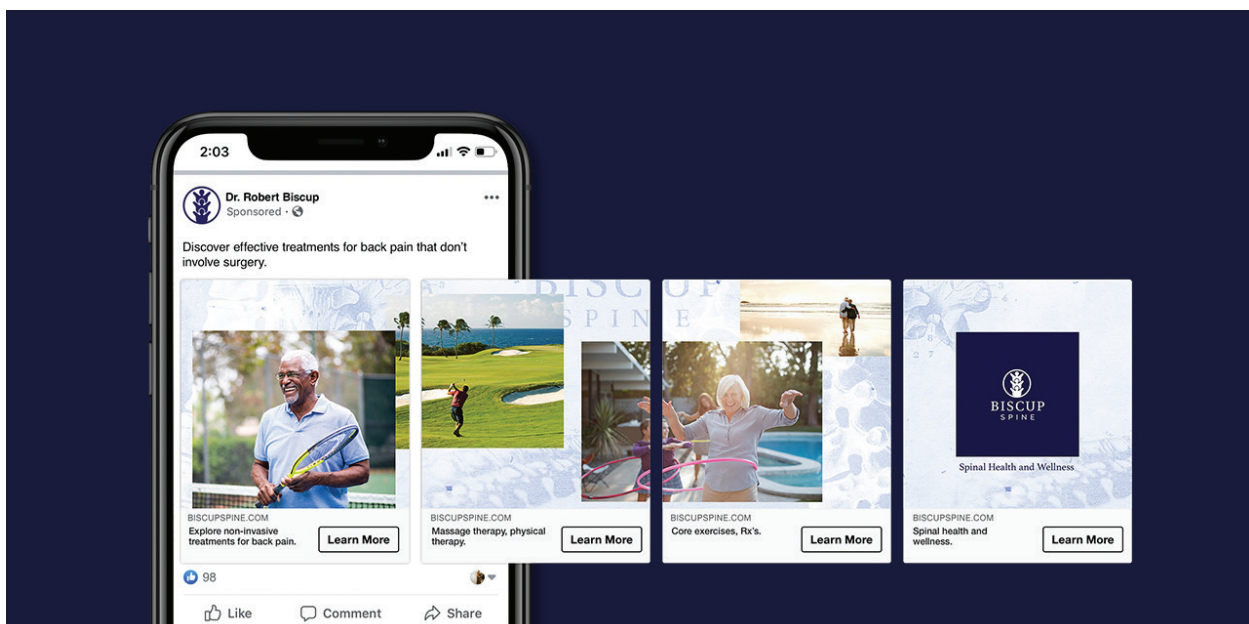
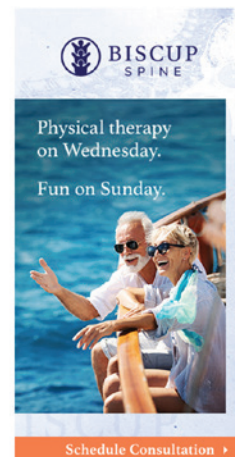
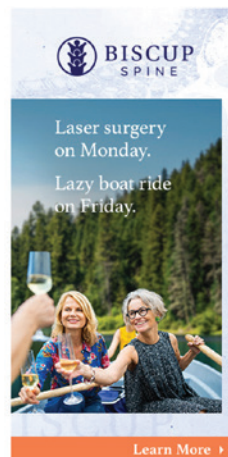
Daily communication with art directors and senior management to ensure project scheduling, workflow, and quality of all work in the pipeline. Collaborate with the lead art director in designing all necessary assets for any of the diverse projects.

Georgia Grown Creative Campaign



The company's pitch to Georgia Grown, the marketing and development program of the Georgia Department of Agriculture, included three campaign concepts. This project tasked me to visually bring to life one of the three concepts proposed for this client. I wanted to include rustic textures and elements to evoke a "straight off the farm" aesthetic and pair it with bright imagery and colors to highlight the commodities and the feeling a consumer gets when they choose local, fresh commodities. The concept was built around typically Southern saying and rules, so I wanted to highlight the words with a highly stylized typography treatment. My success on this project lead to many other deliverables not pictured including school kits, rack cards, trade booths, digital ads and an entire Pollinator Program.

Biscup Spine Creative Campaign



I wanted to give this campaign something visually unique to set it apart from other spine surgeon campaigns that feature mostly stock images of people in pain. To accomplish this I created a background utilizing scientific imagery and x-rays to show the surgery aspect of the campaign and layered images of smiling, active people over it. This highlights the results and ease of surgery creating a clean and friendly tone.

Explore Daytona Brochure



As the art director Explore Daytona, this 6 month project required a combination of my technical and conceptual design skills. An example of this is that I selected a soft-touch cover with an embossed logo gives production value and offers a tactile experience for the client. The goal of this project was the re-design of a printed brochure to encourage new businesses to make their beginnings in Daytona.

My position as art director, it was my responsibility to take this project from start to finish. My team carried the concept of "where opportunities unfold" throughout the project. This theme was highlighted by a design element that I implemented, using various paper folding techniques to unveil key messaging and images. In addition to the design, I created the photoshoot shot list and traveled to the printing facility to supervise printing on a press check.