



KELCY PARRISH

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Baylor University - Waco, TX
BFA - Studio Art/Graphic Design

EXPERIENCE **GIRL SCOUTS OF CENTRAL TEXAS** | Graphic Designer | Austin, TX | Mar. 2017—Current

- Assess, develop, and design branded graphic solutions for all print and digital collateral for the 83 staff, 13,000 volunteers, and 17,500 girls in this 46-county Girl Scouts council.
- Maintain and update our council's website (www.gsctx.org) on a daily basis, addressing the usability, navigability, and organization of all 102 pages and collateral therein.
- Department lead for the bi-annual magazine, *Trefoil Tribune*, executing entire layout, design, copy edits, and photography selection, as well as key decision maker for content and flow.
- Implemented new intake request system (Formstack), to streamline project management processes across all departments, as well as spearheaded the migration of old data to the new platform, and led in training all staff on functionality and usability.
- Served as creative lead for our 2018 Cookie Kickoff campaign, responsible for ideation and execution of the awareness campaigns during this popular season. These pieces produced remarkable results: 18,779 People Reached and 736 Engagements, a 244% growth over our existing audience.
- Main point of contact with external print vendors supervising installation of environmental and print media design projects, along with authoring press checks.
- Developed a new template for our quarterly e-newsletter to better resonate with our diverse audience and maximize our brand essence which yielded a 9% higher open rate.

FREELANCE | Graphic Design, Hand-Lettering, Illustration | Austin, TX | Feb. 2010—Current

- Maximize branding solutions for small businesses by creating logos and identity packages.
- Graphics Producer and Controller for annual Hispanic conference, "Congreso" with 5000+ attendees. Deliverables include large-scale print pieces for stage, graphics for apparel and merchandise, assembling of set pieces, screen displays, and Keynote presentations.
- Founder of ItsKayPea Design, creating, selling, and promoting custom designed products utilizing my skills in watercolor painting, hand lettering, calligraphy, illustration, and logo design.

MEDIA GENERAL (now Nexstar Media) | Digital Designer | Austin, TX | Mar. 2014—Mar. 2017

- Designed high-impact Rich Media display ad campaigns, landing pages, and e-mail blasts for Media General's television stations throughout the United States.
- Achieved highly-generated campaigns for a wide variety of clients with an average of 226,033 overall impressions per campaign.
- Led team during the transition from Adobe Flash to HTML5 by developing new cross-platform templates for our highest demanding Rich Media ad units.
- Improved company culture by creating an employee-driven volunteer initiative, 'FM Connects'.

HOLE IN THE ROOF MARKETING | Graphic Designer | Waco, TX | Mar. 2013—Feb. 2014

- Managed 4 large-scale design projects a day from concept to completion with minimal direction.
- Equipped new and established companies with advanced branding strategy and materials.
- Designed print and digital marketing, large format prints, and trade show displays.

AWARDS **2018 INDIGO DESIGN AWARD:** *Silver, Professional Magazine & Newspaper Design Category*

ADDY AWARD: *Best of Show, Gold, and Bronze*

TELLY AWARD: *Bronze*

SKILLS

Adobe Creative Suite	HTML & CSS	UI Design	Microsoft Office	Strategic Planning
Mac OS & Windows	Animation	Hand Lettering	Layout Design	Management
Illustration	Digital Advertising	Communication	Leadership	Organization