



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, as well as spearheading the migration of old data to the new platform, and training staff.
- Main point of contact with external print vendors supervising installation of environmental and print media design projects, along with authoring press checks.
- Served as first voice for our Instagram platform keeping engagement analytics in an upward progression as well as creating social media graphics as needed.
- 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 creative branding solutions for small businesses by executing multiple creative elements, for print and web, all with a consistent brand voice.
- 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 Group) | 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 starting 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 **ADDY AWARD (3)** • Best of Show, Gold, and Bronze **TELLY AWARD (1)** • Bronze

SKILLS

Adobe Creative Suite
Mac OS & Windows
Illustration

HTML & CSS
Animation
Digital Advertising

UI Design
Hand Lettering
Communication

Microsoft Office
Layout Design
Leadership

Strategic Planning
Management
Organization