



KELCY PARRISH

kelcyparrishdesign.com | kelcy.parrish@gmail.com

817-907-3861 • Austin, Texas | www.linkedin/in/kelcyparrish

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

EXPERIENCE **AFFINIPAY | Graphic Designer | August 2018—Current**

- Design and develop branded graphic solutions for print and digital marketing including animated GIFs, social media graphics, HTML e-mail campaigns, storyboard graphics, print ads from concept to distribution, banner ads, trade show displays, apparel, and other promotional materials.
- Founded and leads a weekly Creative Team huddle to discuss current projects, share updates, provide design feedback, and enhance team engagement during the new remote work environment.
- Pioneered the rebrand for the monthly Continued Legal Education program to improve overall customer experience. By creating a logo and elevating the marketing assets, this program is now achieving its well-deserved recognition and is able to stand alone as a successful webinar series. By implementing a strategic approach to every touchpoint, the program has seen an 87% increase in registrations from 2019 to 2020.
- Serve as lead designer for the monthly Continued Legal Education webinar series, organizing processes, guiding deadlines for the team, and ensuring design and content are aligned to business needs.
- Led a 16-hour training for the design team and fellow creative team members, focusing on HTML5 Animation. Attendees came away with a rich understanding of a new program (Adobe Animate CC), and two helpful new techniques to apply to their own work: timeline animation and a code-based animation utilizing Javascript.
- Created and leads employee-driven volunteer group 'AffiniCares', improving company culture through carefully managing employee effort and discovering and coordinating employee volunteer opportunities. This initiative is now a key selling point for recruitment of the company's top talent.

GIRL SCOUTS OF CENTRAL TEXAS | Graphic Designer | Mar. 2017—Aug. 2018

- Assessed, developed, and designed 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.
- Managed and delegated updates to our council's website, addressing the usability, navigability, and organization of all 102 pages and collateral therein.
- Led the process and execution for the bi-annual magazine, *Trefoil Tribune*. Effectively managed the editing staff and provided helpful and constructive feedback to writers.
- Implemented new intake request system (Formstack), to streamline project management processes across all departments, as well as spearheading the migration of old data to the new platform, and training staff.

MEDIA GENERAL (now Nexstar Media) | Digital Designer | 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.
- 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 | 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.

AWARDS **INDIGO DESIGN AWARD:** 2017-Issue #5, 2018-Issue #6, 2019-Issue #7
ADDY AWARD: Best of Show, Gold, and Bronze
TELLY AWARD: Bronze

LICENSE/CERTIFICATION:
DELL PROJECT MANAGEMENT TRAINING Dell, Issued June 2017

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