



# KELCY PARRISH

Creative and organized graphic designer with 7+ years of experience working in print and digital at the national, regional, and local level as a key member of in-house marketing teams for public, private, and non-profit sectors.

## EXPERIENCE

### Senior Graphic Designer - AffiniPay

Aug. 2018—Current

- Leads in directing and executing the design of marketing assets as prescribed by creative/marketing briefs including animated GIFs, social media graphics, HTML e-mail campaigns, logos, video storyboards, print ads, presentations, banner ads, trade show displays, apparel, and other promotional materials.
- Serve as lead brand designer for AffiniPay's newest brand, ClientPay, collaborating with key stakeholders to ensure brand guidelines and directives are embraced and adhered to in all executions, especially during the rebrand from DesignPay to ClientPay.
- Led a 16-hour workshop for the design team, focusing on HTML5 Animation. Attendees came away with a rich understanding of a new program and two helpful techniques to apply to their own work: timeline animation and a code-based method utilizing Javascript.
- Assists the Design Manager in developing creative strategies, process improvements, creative concepts, and managing freelance designers' workload.
- Mentors new and junior designers through multiple 1-on-1 reviews and providing ongoing feedback.
- Pioneered the rebrand for the monthly Continued Legal Education program. By implementing a strategic approach to every touchpoint, the program saw an 87% increase in registrations from 2019 to 2020.

### Graphic Designer - Girl Scouts of Central TX

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 of Central Texas.
- Creative Director and sole designer for the bi-annual 40-page print magazine, *The Trefoil Tribune*. Effectively managed the editing staff and provided helpful feedback to writers, while maintaining tight deadlines and working closely with the printer to ensure quality of the final result.
- Implemented a new intake request system (Formstack), to streamline project management processes across all departments. This system is still in place as of today.
- Art Director and sole designer for several large-scale events including 7 Women of Distinction banquets, 3 Gold Award Ceremonies, and 4 Troop Leader Training events.

### Digital Designer - Nexstar Media Group

Mar. 2014—Mar. 2017

- Designed high-impact Rich Media display ad campaigns, landing pages, and e-mail blasts for Nexstar Media's television stations throughout the United States. (*Key accounts: McDonald's, Girl Scouts, Chevrolet, Audi.*)
- Led internal creative team in HTML5 animation transition, learning and training others on the new format of animation for banner ads and rich media creation.

### Graphic Designer - Hole in the Roof Marketing

Mar. 2013—Feb. 2014

- Created custom designs for apparel and other promotional items for SMB in Central Texas.
- Equipped new and established companies with advanced branding strategy and materials.

## CONTACT

Austin, TX  
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[linkedin/in/kelcyparrish](https://www.linkedin.com/in/kelcyparrish)

## PORTFOLIO

[kelcyparrishdesign.com](http://kelcyparrishdesign.com)

## EDUCATION

### Baylor University

Waco, TX  
2008–2012  
BFA - Graphic Design

## SKILLS

Adobe Creative Suite  
Illustration  
HTML & CSS  
Animation  
Leadership  
Hand Lettering  
E-mail Marketing  
UI Design  
Management  
Organization

## NOTABLES

### INTERNAL AWARD

2020: Marketing Award of Excellence - AffiniPay

### INDIGO AWARD

*Magazine & Layout:*

2019: Silver

2018: Bronze

2017: Silver

### ADDY AWARD

2013: Gold

2013: Bronze

2012: Best of Show

### TELLY AWARD

2010: Bronze

### CERTIFICATION:

Dell, Project Management