



KELCY PARRISH

Creative and organized graphic designer with 9+ years of experience working in print and digital at the global, national, regional, and local level as a key member of in-house marketing teams for public, private, and non-profit sectors.

EXPERIENCE

Graphic Design Consultant - IBM

Jan. 2022—Current

- Collaborate with Executive Leaders to create the strategy and foundation of the Creative Services team within the newly developed Delivery Excellence arm of IBM Security.
- Established a new brand style to be utilized in conjunction with the IBM branding.
- Art directed, animated, and produced an animated marketing video for IBM's X-Force.
- Made a substantial impact on a proposal team (\$750K) by updating their existing deck under an extremely quick deadline, while explaining my design decisions to the team along the way to better inform their decisions in the future.
- Created an 88-page library of new and innovative infographics to serve as a resource for consultants to reference when data visualization is needed for account proposals.
- Developed new presentation templates, e-mail templates, websites, whitepapers, logos, and other materials to help enhance client relations and improve the Delivery Excellence's positioning within the realm of enterprise-level cybersecurity offerings.

Senior Graphic Designer - AffiniPay

Aug. 2018—Jan. 2022

- Led 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.
- Served 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.
- Assisted the Design Manager in developing creative strategies, process improvements, creative reviews, and managing freelance designers' workload. Mentored new and junior designers through multiple 1-on-1 reviews and providing ongoing feedback.
- Pioneered the rebrand for a recurring webinar series. By implementing a strategic approach to every touchpoint, the program saw an 87% increase in registrations.

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 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 useful feedback to writers.
- Implemented a new intake request system (Formstack), to streamline project management processes across all departments. This system is still in place as of today.

Digital Designer - Nexstar Media Group

Mar. 2014—Mar. 2017

- Designed high-impact Rich Media display ad campaigns, landing pages, and e-mail blasts for television stations throughout the United States. (Key accounts: McDonald's, Girl Scouts, Chevrolet, Audi.)

CONTACT

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PORTFOLIO

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
UX/UI Design
Management
Organization

NOTABLES

INTERNAL AWARD

2020 Q2 & 2021 Q3:
Marketing Award
of Excellence - AffiniPay

INDIGO AWARD

Magazine & Layout:
2019: Silver
2018: Bronze
2017: Silver

ADDY AWARD

2013: Gold
2012: Best of Show

TELLY AWARD

2010: Bronze

CERTIFICATION:

Dell, Project Management