

## KELSEY KLEINER



## ABOUT

I'm an experienced graphic designer, that specializes in primarily brand identity and strategy.

When I'm not working you can find me taking an obnoxious amount of photos of my cat, listening to true crime podcasts, spending time with my family, designing type or attending game nights with my husband, Sam.

## PROGRAMS &amp; SOFTWARES

PHOTOSHOP

ILLUSTRATOR

INDESIGN

ADOBE XD

GLYPHS 3

ASANA / NOTION

SQUARSPACE / SHOPIFY

CANVA

SLACK

FLODESK

## SKILLS

BRAND STRATEGY

BRAND DESIGN

TYPE DESIGN

EDITORIAL &amp; PRINT DESIGN

WEB DESIGN

BASIC HTML/CSS

## EXPERIENCE

ONETEN THE STUDIO, LLC™

FOUNDER &amp; DESIGN DIRECTOR

REMOTE

MAR. 2020 - PRESENT

Since launching the studio in 2020 I have worked with over 20 clients to help them transform their brands. We work with fashion, beauty & lifestyle brands founded by women.

We provide the following services: brand strategy, brand identities, label & packaging design, editorial design, print design, web design, Shopify websites and custom Squarespace websites.

OLEAN TIMES HERALD

GRAPHIC DESIGNER / DIGITAL MARKETING

OLEAN, NY

DEC. 2017 – NOV. 2020

## GRAPHIC DESIGN DUTIES

- Advertisement design following our client's branding guidelines or updating existing ads with new content so they could get new clients, promote events or services.
- Designed promotional material for Bradford Publishing Co. Properties that was used internally both in print and digital
- Responsible for gathering articles and supplied ads and designing the weekly publications of the Wellsville Community Shopper and Moneysaver news. Each publication was designed over the recurring work day and sent to print on-time for distribution across multiple counties.
- Completed Pre-flight check of all PDF files for CMYK printing to ensure accuracy for the clients.

## WEB DESIGN DUTIES

- Website maintenance of core properties using BLOX CMS
- Design web ready ads for core properties using web guidelines
- Trained on Google AdWords, and Friends2Follow to add additional digital package revenue streams on our websites
- Feb-Mar 2020: Participated in team redesign of Ellicottville Times WordPress site while generating marketing strategies to build website traffic

## FEATURES

FEATURED ON

PAIGE BRUNTON BLOG

2022

FEATURED ON

CANVAS REBEL

2022

FEATURED ON

ILOVECREATIVES

2020

## EDUCATION

B.A. in Graphic Design, 2017 · Mercyhurst University Erie, Pa  
Minor in Fashion Merchandising

## ADDITIONAL COURSEWORK

Crash Course in Type Design With Libby Bischoff of Type Electives - Summer '23  
Type Design Class with Viktor Baltus - Spring/Summer '23  
Principles of Typeface Design with Troy Leinster (Type@Cooper) - Fall '22

## GRAPHIC &amp; BRAND IDENTITY DESIGNER