



KELSEY SIMPSON

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Linkedin

EXPERIENCE

Senior Graphic Designer | Filson

Seattle, WA | April 2023 to Present

Production Designer August 2020–April 2021 | Graphic Designer April 2021–April 2023

Designs email, social, web, and store event assets to create cohesive, multi-channel campaigns and premium customer experiences. Owns design projects from concept development to delivery. Trains new designers as design lead of in-house creative team. Assisted in brand guideline creation. Leads review and weekly team traffic meetings.

Graphic Designer | Nordstrom Rack

Seattle, WA | May 2019 to June 2020

Associate Designer May 2018–May 2019

Executed in-store signage for Nordstrom Rack's locations in the US and Canada. Assisted team members with creation of digital ads, emails, and social posts for the brand. Contributed ideas for seasonal campaign identities. Converted to full-time after six-month contract.

Graphic Designer (Contract) | Yesler

Seattle, WA | April 2018 to May 2018

Assisted multiple Yesler marketing teams on fast-paced projects ranging from social assets for Microsoft to slide decks for Amazon.

Production Designer (Contract) | Amazon

Seattle, WA | May 2017 to March 2018

Created ads for Amazon.com as part of Amazon's in-house graphics production team. Category lead for Softlines division. Trained other designers and managed QA on Softlines and Luxury beauty categories. Designed for placements on desktop, tablet, and iOS/Android devices.

Marketing Coordinator (Contract) | Lease Crutcher Lewis

Seattle, WA | 2016 to 2017

Assisted in-house marketing team with creating and updating marketing collateral, both digital and print. Managed inventory, orders, and transactions for branded apparel. Prepared and tracked gifts for holiday client gift program.

Junior Graphic Designer | Dapper + Associates

Seattle, WA | 2015 and 2016

Designed marketing materials for clients across many disciplines from print and packaging to digital and web. Worked with design team to create and adhere to brand standards for various national companies as well as local Seattle businesses. Hired after working as an intern in 2015.

ACTIVITIES & ACHIEVEMENTS

Member & Volunteer | AIGA, Seattle Chapter | 2017 - 2020

AIGA Emerge Committee — event planning, networking and design

Class of 2015 Senior of the Year

WSU College of Arts and Sciences, Department of Digital Technology & Culture

Best Graphic Design

2015 DTC Departmental Awards

Passed with Distinction

2014 WSU Junior Writing Portfolio

CORE QUALIFICATIONS

Graphic Design

Digital and Print Media Production

Brand Messaging & Logo Design

Typography, Color, and Layout

Creative Concept Development

Illustration

Administrative Abilities

Multitasking and Prioritization

Creative Problem Solving

Collaborative Team Player

Written and Verbal Communication

TECHNICAL SKILLS

Adobe Creative Cloud (Photoshop, InDesign, Illustrator, Aftereffects)

Figma

Fine Art (various media)

Microsoft Office Suite (Word, Excel, Outlook, PowerPoint)

Photography

HTML, CSS

WordPress & Squarespace

PERSONAL TRAITS

Professional

Imaginative

Passionate About Design

Energetic

Interactive

Fast learner

Organized

Self-starter

EDUCATION

BA in Digital Technology & Culture | Washington State University

Pullman, WA | December 2015

Minors in Communications, Fine Arts, and French Language.

Study Abroad | CIS Abroad

Paris, France | July 2014

Art History & Painting