

# KELSEY CRAIG

## SENIOR GRAPHIC DESIGNER & TEAM LEAD

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### PERSONAL PROFILE

With over 15 years of experience, I specialize in print and digital publication design, as well as creating comprehensive branding frameworks that guide various communication channels. I've led a creative services team for nearly seven years, driving award-winning publications and campaigns. My expertise spans diverse industries, including luxury homes and furnishings, architecture, lighting, real estate, medical technology, non-profit, and more.

### WORK EXPERIENCE

**Scranton Gillette Communications | Palatine, IL**

**Senior Graphic Designer / Creative Services Manager | March 2016 - October 2024**

**Graphic Designer | October 2010 - March 2016**

- Art directed and designed over 250 published issues with frequencies ranging from weekly, monthly, bi-monthly and quarterly, for titles, such as; *Furniture, Lighting & Decor*, *Custom Builder*, *AIA Chicago Architect*, *PRODUCTS (For Residential Construction Professionals)*, *Professional Remodeler*, *Home Fashion Forecast*, *Greenhouse Product News (GPN)* and *Diagnostic and Interventional Cardiology (DAIC)*
- Designed two new-to-market award-winning publications
- Fully redesigned five existing publications
- Managed Creative Service's designer schedules, publication schedules, campaign schedules
- Guided Creative Service's creative growth, technological advancement and exploration
- Managed print production for assigned publications including: special covers, inserts, paper stock, inks and special coatings
- Designed marketing campaigns that included print and digital components
- Played key role in new print and digital product development with sales leadership
- Designed for our custom division as well as our marketing agency, Nimble Thinkers
- Interfaced with clients to develop custom print and digital advertising campaigns
- Conceptualized and designed HTML emails, newsletters and client promotions
- Custom coded email HTML and ensured browser compatibility
- Designed animated corporate sales and media kit slide-deck presentations in the Visme platform

**Schellenberg Development Company & RE/MAX Premier | Wichita, KS**

**Graphic Designer | August 2008 - June 2010**

- Designed and implemented regional marketing campaigns that included: brochures, direct mail, signage, email and events
- Designed advertising for individual real estate agents
- Managed online presence for both companies

### EDUCATION

**Bachelor of Science in Graphic Design**

Minor in Painting | Emphasis in Business Marketing  
Tabor College (2004 - 2008)

### PROFICIENT SOFTWARE

InDesign  
Photoshop  
Illustrator  
XD  
Dreamweaver  
Microsoft Suite  
Google Suite  
Ceros  
Visme  
Adventive  
Canva  
Jira

### AWARDS

**2024 Jesse H. Neal Award Winner**

Best Subject-Related Package  
*2023 Multifamily Annual Report*

**2018 Jesse H. Neal Award Finalist**

Best Overall Art Direction/Design  
*Furniture, Lighting & Decor*

**2017 Folio Ozzie Award for Best New B-to-B Magazine Design**

*Furniture, Lighting & Decor*

**2017 Azbee National Gold New Publication Design**

*PRODUCTS (For Residential Construction Professionals)*

### CLIFTON STRENGTHS

Consistency  
Input  
Deliberative  
Strategic  
Analytical