

KH

KELSEY HORNER

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SENIOR DESIGNER

Problem Solving • Marketing • Customer Relationship Management

I am a versatile, enthusiastic, and passionate UX/UI Designer with a solid background in Human-Centered Design to be integrated in User Experience Design. Aims to have compelling opportunities to leverage and extend my skills. I have learned and honed valuable collaboration and team management skills that have allowed me to both manage and work inventively and constructively in a group-based environment.

My areas of expertise include Responsive Websites, Brand Exploration, Interactive Design, Advertisement, Marketing, Branding, Photography, Videography, and Animation.

WORK EXPERIENCE

2021 | SPRINGFIELD, MO

SENIOR UX/UI DESIGNER BIGPXL

- Designing effective and thoughtful responsive websites that support each business's goals.
- Ensuring visual design quality and upholding technical and brand standards of all creative deliverables.
- Working collaboratively with other creative team members, providing visual creative input for all client deliverables across all media platforms.
- Managing client workflows in the project management system, Asana.

2019 – 2021 | SPRINGFIELD, MO

WEB DESIGNER BASS PRO SHOPS & CABELA'S

- UX/UI redesign for Bass Pro Shops & Cabela's \$200 million e-commerce websites.
- Maintaining a database of images, graphics and marketing material templates.
- Multiple event branding concepts and translating complex ideas into clear graphics for customers across various media channels.

2017 – CURRENT | SAINT LOUIS, MO

FOUNDER KREATIVITY FOCUS LLC

- Consistently demonstrating integrity, professional maturity, commitment and accountability.
- Coordinating production projects efficiently with vendors to meet client expectations and deadlines.
- Contract writing, project management, intensive market research, and social media management.

SKILLS

Adobe Creative Suite
Brand Identity
Color Theory
Creative Direction
Microsoft Office
Packaging Design
Photo Retouching
Video Editing
Typography
HTML & CSS
Animation
Wordpress
Figma

AWARDS

ADDY AWARD
2019
American Advertising Award

EDUCATION

MISSOURI STATE UNIVERSITY

BFA in Graphic Design
Completed: May 2018
Minor: Marketing & Advertising

THE FUTUR PRO GROUP

Entrepreneurship
2020-Current

ADOBE MAX
2017