



# kelsy kenworthy

graphic + web services

## CONTACT

☎ 949.244.2194  
✉ kelsykenworthy@gmail.com  
🌐 kelsykenworthy.com  
in linkedin.com/in/kelsykenworthy

## ABOUT

I am a web and graphic designer with over 10 years of experience. Working as a freelance and in-house designer for various marketing companies, I have developed great project management and communication skills. I have worked with a variety of local and international companies, designing and producing quality web, print and digital design solutions. I have a passion for what I do, and I am constantly learning, growing and creating.

## SKILLS

Adobe Creative Suite:  
Illustrator, InDesign, Photoshop  
Dreamweaver, Premiere  
Animate, After Effects

Other skills  
Figma, HTML / CSS, Wordpress,  
Webflow, Shopify,  
SVG Animation,  
Presentation Design

## EDUCATION

University of LaVerne  
Communications: Multimedia

## VOLUNTEER WORK

YoungLives  
Graphic Designer  
Huntington Beach, CA

## WORK EXPERIENCE

### FREELANCE DESIGNER (2007 - PRESENT)

#### HUNTINGTON BEACH, CA

- Consults with clients to outline site goals and messaging
- Creates web assets
- Design websites, landing pages and email campaigns using Figma
- Builds custom websites using HTML, CSS, jQuery, Wordpress, Shopify, and Webflow
- Maintains client websites by updating content, implementing new technology, and monitoring performance
- Manages e-commerce websites with Magento and Shopify
- Designs logos, stationary, and marketing material

### SENIOR DESIGNER (2016 - 2018)

#### JB COSMETICS GROUP / BUENA PARK, CA

- Oversaw all outgoing artwork
- Managed e-commerce websites using HTML, Magento and Shopify
- Designed, created, and sent out weekly email promotions
- Oversaw packaging design on all products
- Conceptualized photoshoot campaigns with creative team and Creative Director
- Created marketing materials, monthly ads, brochures, catalogs and more
- Designed large tradeshow displays
- Oversaw website redesign with developers, created wireframes, collected and organized assets for extensive online store

### GRAPHIC DESIGNER (2016)

#### TOO FACED COSMETICS / IRVINE, CA

- Designed store displays, endcaps, advertisements, and packaging

### MULTIMEDIA DEVELOPER (APR 2011 - SEP 2015)

#### BEYOND MARKETING GROUP / IRVINE, CA

- Designed and managed company website
- Managed HTML sites and Wordpress sites for clients
- Oversaw video production for web ads
- Brainstormed marketing campaigns with creative team
- Logo design and brand consulting
- Presentation design

### DESIGNER (2008 - 2011)

#### BIZM3, INC. / NEWPORT BEACH, CA

- Created and designed mobile websites
- Designed all marketing material such as business cards, brochures, flyers, magazine ads, and web banners
- Technical support for mobile marketing platform