

KELSEY BECHTOL **GRAPHIC** DESIGNER

kelseybechtol.com

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EDUCATION

College For Creative Studies 2010-2013
Detroit, MI

BFA – Graphic Design

Lansing Community College 2006-2010
Lansing, MI

AA – Graphic Design

TECHNICAL SKILLS

Expert

Adobe Illustrator, InDesign and Photoshop.

HTML5, CSS3, Responsive Web Design.

Intermediate

Adobe After Effects, Premier Pro,
and Dreamweaver.

jQuery, Javascript, PHP, MySQL, Processing.

WORK EXPERIENCE

BlueSoHo Jan 2018-Apr 2018

Art Director – Sidney, NE

Design, art direction and management of product catalogs from initial layout to post production.

Working with project management team to establish and improve processes in order to achieve greater efficiency.

Assisting with management-run trainings to provide hands-on expertise to colleagues needing assistance.

BlueSoHo Aug 2016-Jan 2018

Graphic Designer – Sidney, NE

Design of catalog pages, retail fliers, direct mail and internal collateral pieces using InDesign, Photoshop and Illustrator for client (Cabela's).

Adhering to brand guidelines while embracing and successfully implementing changes as style guides are updated.

Cabela's Feb 2015-July 2016

Production Artist – Sidney, NE

Art direction of projects, including concept development, layout, photo shoots, content creation and necessary revision.

Working directly with merchant groups, internet creative team, copywriters and photo studio.

Using brand guidelines to create and improve upon catalog pages for varying categories.

Received *Above and Beyond* Award

Gemini Juice Music Sept 2014-July 2015

Freelance Graphic Designer

Working directly with web developer and client to create new website.

Managing and creating consistent social media content across various channels.

Creating monthly emails, updating branding elements, photo editing, some print work.

Detroit Regional Chamber of Commerce Apr 2014-Jul 2014

Creative Advisory Team Intern – Detroit, MI

Working with Creative Advisory Team to produce graphic design solutions for internal and external materials for the Chamber.

Following established brand guidelines to maintain consistency across various internal brands.

Shooting, editing and uploading event photos to social media.