

kellyhaga

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Education

Milwaukee Institute of Art & Design

Bachelor of Fine Arts in Communication Design, May 2011
Overall GPA : 3.6

Curriculum Highlights: Advertising, Brand identity, Layout design, Display graphics, Informative graphics, Packaging, Typography, Web design & Art Direction

Skills/Training

Adobe Photoshop	★★★★★
Adobe InDesign	★★★★★
Adobe Illustrator	★★★★☆
Adobe After Effects	★★★☆☆
Sketch Up	★☆☆☆☆
Photo/Video Art Direction	★★★☆☆

Experience

Art Director

Kohl's Department Stores
2014-Present

Responsible for leading a team in the creative development through strategy for marketing, advertising, and promotional campaign throughout all phases including initial conception through final production. This includes creative ideation for In-Store Marketing, Print & Catalog, Social/Digital and Photography/Video Art Direction.

Solve complex creative challenges utilizing sound design principles that delivers on Kohl's business objectives while proactively having the ability to see beyond the requested strategy and project objective to provide solutions that may not have been initially asked in an effort to push the brand and solution beyond the status quo.

Ensures that creative presentations and deliverables are prepared and ready to present with precision detail.

Graphic Designer

Kohl's Department Stores
2012-2014

Plan, develop and create an effective and persuasive creative solve based on a brief that will ultimately captivate and engage consumers.

Honors

Milwaukee Institute of Art & Design Dean's List:
Fall 2008, Fall 2009