

KELLY HAGA

Senior Art Director | Creative Leader | Brand Management

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☎ (262) 347-8748

📍 Menomonee Falls, WI

Creative leader with 10+ years driving innovative brand storytelling & marketing campaigns. Proven track record in leading cross-functional teams, shaping creative strategy, and delivering impactful campaigns across digital, print, broadcast, and in-store channels. Passionate about building and mentoring teams, pushing creative boundaries, & aligning the vision with business growth.

EXPERIENCE

Senior Art Director

Kohl's Department Stores

2021–Present

- Lead creative strategy and execution for integrated campaigns across in-store, print, digital, social, and video channels.
- Direct and mentor a team of designers, fostering collaboration and elevating creative excellence.
- Partner with marketing and merchandising executives to align creative direction with brand and business objectives.
- Championed innovative solutions that expanded beyond project briefs, positioning the brand ahead of competitors.

Adjunct Instructor

Milwaukee Institute of Art & Design

2023–May 2025

- Taught Senior Illustration Seminar, guiding students in refining their artwork and multi-semester projects into portfolio-ready presentations.
- Provided creative direction and professional critique to help students strengthen concept development, storytelling, and execution.
- Mentored aspiring designers and illustrators, offering career insights and industry best practices as they prepared to transition into professional creative roles.
- Fostered a collaborative and inspiring classroom environment that encouraged innovation, critical thinking, and professional growth.

Art Director

Kohl's Department Stores

2014–2021

- Developed and executed creative solutions for marketing campaigns that engaged millions of customers nationwide.
- Managed projects from concept through production, ensuring alignment with brand standards and consumer expectations.
- Collaborated with copywriters, designers, and producers to deliver compelling visual storytelling.

PORTFOLIO

- kellyhaga.com
- [linkedin.com/in/kellyhaga](https://www.linkedin.com/in/kellyhaga)

EDUCATION

Bachelor of Fine Arts in
Communication Design | 2011

Milwaukee Institute of Art & Design

Honors: Dean's List (2008, 2009)

SKILLS

- Creative Strategy & Brand Development
- Leadership & Team Building
- Campaign Ideation & Execution
- Cross-Functional Collaboration
- Digital, Print & Video Direction
- Photo & Video Art Direction
- Figma
- Adobe Creative Suite (Photoshop, InDesign, Illustrator, After Effects, Premier Pro)
- Creative Applications of AI & Emerging Tools