

Hello!

KELLY TAMAI

GRAPHIC DESIGNER

My name is Kelly and I'm a graphic designer with over 20 years full-time experience in both web and print.

I take pride in creating design that exceeds a client's expectations as well as my own. My versatile skill set allows me to easily transition between various projects without hand-holding. I work well independently or as part of a team.

I have a keen eye for detail with a strong creative drive. I am organized and focused with excellent time management skills.

- ▶ kelly@graphicintent.com
- ▶ www.graphicintent.com

EDUCATION

NORTHERN ILLINOIS UNIVERSITY

DeKalb, IL

I graduated in 1994 with a Bachelor of Arts in Media Communications with an emphasis in critical analysis, and a minor in graphic design. My focus was on the marketing aspects of radio, television, and print media including script writing.

SKILLS

SOFTWARE

Adobe Creative Cloud Ps, Ai, Id

DESIGN

Print and Web
Editorial and Layout
Marketing and Advertising
Brand and Identity
Manipulation and Correction

GRAPHIC INTENT, Independent Graphic Designer

2005 - Present | Alexandria, VA

Freelance and contract graphic designer for clients both large and small with a variety of design needs. Identity creation and marketing design for small local businesses. On-call designer for larger clients including Organixx, Print Exhibit Partners, Spectrum Printing, Holland & Knight, Well of Life, IonZero, NextFED, and many more.

ORGANIXX, Senior Graphic Designer

2017 - 2019 | Alexandria, VA

Lead designer under Creative Director helping establish a cohesive identity for the company's brand of healthy living and high quality nutritional supplements. Coordinated with copywriting, technology, social media and content, quality assurance, wholesale, and customer service on wide variety of projects in support of marketing department vision and goals. Major projects included creation of company brand and identity guide, cookbooks, health guides, product catalogs and flyers, ebooks, product brochures, large scale exhibit assets, and much more. Duties also included graphic support for promotions, flash sales, new product launches, long sales forms, squeeze pages, affiliate support, Amazon listings, and social media needs such as YouTube, Facebook, Pinterest, and Instagram.

TRITON DIGITAL, Senior Graphic Designer

2000 - 2016 | Alexandria, VA

Provided custom website design to hundreds of radio station and media related clients across the United States such as ESPN, CBS, Cumulus Radio, Monster Jobs, WETA, and many more. Consulted with clients throughout design, development, and maintenance of their websites. Hired and managed internal graphic design team as well as contractors. Collaborated with web developers and programmers designing within a custom content management system. Lead designer on internal company projects; administration sites, product portals, small broadcaster templates, sales demo websites, logos, print, and other marketing materials.

BURCH MUNFORD DIRECT, Graphic Designer

1998 - 2000 | Alexandria, VA

Part of a small, boutique advertising agency focused on a variety of political and issue advocacy direct-mail campaigns. Managed the newly added design department and maintained all department assets. Lead designer on all client and in-house projects. Pre-check and prepared all final work for large printing press vendors while adhering to U.S. Postal requirements.

NORTHWEST HERALD NEWSPAPER, Graphic Designer

1995 - 1998 | Crystal Lake, IL

Design lead assisting 6 full-time sales representatives with customer advertising needs. Duties included designing, typesetting, correcting, and processing quarter, half, and full page adverts, spec ads, inserts, and ad series under tight daily newspaper deadlines.