

# Brand Identity Expert

**Hi! I'm Kelly Findley, a senior graphic designer, based in Calgary, and I'd love to be your next freelance/contract Graphic Designer.**

During my 12 years working independently as a graphic designer for Hockey Canada, I turned my ideas into high-impact marketing materials, including developing a complex campaign for the World Juniors, the largest sporting event in Canada.

These World Junior designs included dynamic graphics for web ads, websites, social media pages, digital media, print advertisements, brochures and tradeshow collateral.

I've also worked on additional, eye-catching projects, such as: logos, visual brands, illustrations, web design (desktop, mobile), for Shell Energy, RBC, the Calgary Chamber, and Tim Hortons, amongst others.

My vast brand, print and digital marketing experience, are some of the reasons I believe I'd be a great fit to freelance for Esquared Consulting Inc.

My hourly rate is \$50. Check-out my portfolio: [kellyfindley.com](http://kellyfindley.com)



# Graphic Design

## Hockey Canada

Manager, Jun 2013–Oct 2018    Coordinator, Oct 2006–Jun 2013

kf@kellyfindley.com

403-481-1924

linkedin.com/in/kelly-findley

kellyfindley.com

### MARKETING

#### CAMPAIGNS

Used excellent design skills to expertly create hundreds of stylish bilingual advertising campaigns, which succeeded by cultivating a strong connection between all stakeholders: our brand, customers and partners.

#### LEARNING

Applied key understandings from marketing surveys (related to brand prominence, customer demographics, campaign feedback) into advertisements; allowing us to better engage our audience.

#### Key accomplishments

- Exceeded projected ticket sales, social impressions and web views for the 2017 IIHF World Junior Championship (largest sporting event in Canada) by creating an engaging national advertising campaign, applied to 300+ materials.
- Developed a hockey publication, direct mailed to 250,000 kids in Canada, leading to a sizable increase in player enrollment for the following season.

### CLIENT LIAISON

#### RELATIONSHIPS

Used effective interpersonal skills to communicate with in-house clients; understood their vision, posed questions, established expectations, set timelines, presented remarkable concepts, integrated client feedback, created cutting-edge designs which exceeded the clients' expectations.

#### PROJECT MANAGEMENT

Autonomously oversaw multiple in-house departments' unique needs with different budgets, scope, timelines, core values and audience; necessitating vastly different marketing strategies.

#### Key accomplishments

- Negotiated with vendors to lower costs and exceed the client's budgetary expectation through research and ultimately introducing new techniques and print materials.
- Cultivated a solid reputation for going the extra mile to deliver fantastic designs to all clients.

### BRAND MANAGEMENT

#### STRATEGIES

Developed forward-thinking brand strategies for Hockey Canada's diverse, nation wide brand portfolio (merchandise, ticket sales, Olympic teams, player registration), in the ever-changing sports landscape.

#### APPLICATION

Applied original creative brands to a multitude of communications; traditional print, large format signage, digital, web, video and social. Maintained high graphic standards across all deliverables. Directed photoshoots in furtherance of the brands.

#### PARTNERSHIP

Brands were expertly applied to a plethora of visual identity kits, shared with both internal teams and external companies.

#### Key accomplishment

- Saved money through reducing time spent on designs, by building a consistent, eye-catching visual brand for all of Hockey Canada's digital and print communications.
- Designed appealing logos and designs that expertly followed corporate guidelines, for Canadian Tire, Jumpstart, Sport Chek, RBC, TELUS, Tim Hortons, and dozens of other national brands.

**DIGITAL  
MARKETING**  
&  
**BRANDING  
EXPERT**



# Graphic Design

## Freelance

Oct 2018–present

Crafting unique designs for Fountain Partnership, JCACE Software Solutions, Spark Real Estate, and the Calgary Chamber, amongst others.

Maintain high graphic standards across all deliverables. Directly apply original creative brands to a multitude of communications; traditional print, digital, web and social.

### Key accomplishment

- UI & UX; worked with a developer on a cutting-edge website, exceeding the client's expectations.

## Strut Creative

Mar–Jul 2019

Worked on a multitude of successful Shell Energy projects; directly with an account manager, reporting to creative director.

Worked within Shell Energy guidelines to produce great work that both satisfied the client and could pass internal brand standards. Copywriting, and generated forward-thinking slogans.

### Key accomplishment

- Created an exciting signage campaign for a Shell construction site, improving community relations.

# Proficiencies

## BRANDING

**IDENTITIES** Logos, wordmarks, business cards, letterheads, digital templates, visual brand style guides, including typography, font management.

## DIGITAL

**WEB** UI, UX, wireframing, websites (desktop, mobile), web ads (animated, static).

**SOCIAL** Backers, promotional, template creation for boosted posts — Instagram, Facebook, Twitter.

**DIGITAL** Infographics, digital venue signage, multimedia presentations, cinemagraphs, e-newsletters, interactive PDFs, video overlays, digital asset management (DAM), optimizing files for digital.

**VIDEO** In-banner video ads, bumpers (intros, outros).

## PRINT

**PUBLICATIONS** Magazines, books, booklets, catalogues, annual reports.

**SIGNAGE** Posters, billboards, pull-ups, pop-ups, large format signage, banners, venue signage.

**PRINT** Ticket packages, booklets, brochures, ads (publication, display), direct mail (DM), handouts, packaging, table toppers, accreditations.

**PREPRESS** Preparing files for print, press check, print buying, and specialized print (variable image, emboss, spot varnish, die cuts).

## ILLUSTRATION

**STORY BOOKS** Illustrated eight children's books (*Puckster's First Hockey Game*), published through Penguin Random House.

**CHARACTERS** Design of Puckster (mascot of Hockey Canada), 100s of anthropomorphic characters, stylized versions of Youppi!, Sidney Crosby, and other NHL players.

**KELLY**  
FINDLEY

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## Software

### EXPERT

**Adobe CC** InDesign, Illustrator, Photoshop

### STRONG

**Adobe CC** XD, Acrobat DC

**OS** iOS, Mac OS & Windows 10  
Smartsheet, Wix.com

### INTERMEDIATE

**Adobe CC** Animate, After Effects  
**Google** Ads, Web Designer, G Suite  
**MS Office** Excel, PowerPoint, Word

## Education

### GRAPHIC DESIGN DIPLOMA

Algonquin College

3-year program, Dean's List, 2004

