



KELLY LINEMAN
GRAPHIC DESIGN

EDUCATION

FOX SCHOOL OF BUSINESS | TEMPLE UNIVERSITY (2020 – PRESENT)
MS, Digital Marketing

TYLER SCHOOL OF ART | TEMPLE UNIVERSITY (2012 – 2017)
BFA, Graphic & Interactive Design | Minor: Art History

FOX SCHOOL OF BUSINESS | TEMPLE UNIVERSITY (2014 – 2017)
Minor: General Business | Focus in Marketing

EXPERIENCE

PENN MEDICINE | SENIOR GRAPHIC DESIGNER (JUNE 2019 – PRESENT)
Design a variety of marketing collateral for Penn's service lines. Develop creative strategies, brand identities and campaigns for events, service lines, programs, and advertisements. Art director and lead designer for the Women's Health service line.

TRACTION | SENIOR BRAND DESIGNER (NOV 2018 – JUNE 2019)
Design and develop brand identities for companies including logos, marketing collateral, websites, creative strategy & illustrations.

PENN MEDICINE | GRAPHIC DESIGNER (AUG 2017 – NOV 2018)
Design various marketing materials for Penn Medicine service lines including digital and print ads, social media graphics, and annual reports. Design and manage production of all print collateral including brochures, posters, invitations, mailers, flyers, banners

UNIQUE INDUSTRIES | GRAPHIC DESIGN INTERN (2013 – 2017)
Designed email blasts, seasonal catalogs, advertisements and licensed products for licensors such as Nickelodeon, Universal, and Disney. Developed hand-made product mock-ups to send to vendors.

ANTHROPOLOGIE | GRAPHIC DESIGN INTERN (FALL 2016)
Assisted in creating in-store signage and promotional materials for events.

PHILADELPHIA FLYERS | MARKETING DESIGN INTERN (SUMMER 2016)
Designed advertisements and infographics for the marketing team while assisting with various marketing projects for the 2016 season. Pioneered the redesign of the team banners for the Wells Fargo Center.

SKILLS

SOFTWARE | MAC OS X AND PC
Adobe Creative Suite: Photoshop, Illustrator, InDesign, XD, Lightroom, After Effects, Acrobat. Microsoft Office Suite & Google Suite. Web and UX/UI Design: WordPress, Figma, and Squarespace

CERTIFICATIONS | GOOGLE UX/UI CERTIFICATIONS (2022 – PRESENT)
Foundations of UX Design, Starting the UX Design Process

CONTACT

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