



**KELLY LINEMAN**  
GRAPHIC DESIGN

Currently completing my master's in Digital Marketing, I'm a self-starter who thrives on learning and evolving in the ever-changing world of design. With strong conceptual and design skills, I create innovative visual solutions that engage and inspire. Beyond the screen, I am an amateur film photographer, constantly creating and exploring new ways to express ideas. I love collaborating, leading projects, and crafting impactful brand experiences.

## 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

**DIGITAS HEALTH** | SENIOR ART DIRECTOR (OCT 2023 – PRESENT)  
*Create a range of concepts and designs for projects including broadcast, email, social, while partnering with copywriters to ensure art direction and visual presentation support project objectives. Communicate visual designs, motion designs, concepts and storyboards through client presentations. Lead team of designers and production artists to execute cross-channel and digital work.*

**PENN MEDICINE** | SENIOR GRAPHIC DESIGNER (JUNE 2019 – OCT 2023)  
*Served as Art Director and Lead Designer for the Women's Health service line. Designed marketing collateral, including both digital and print ads, social media assets, and annual reports. Created brand identities and campaigns for events, service lines, and hospital programs while mentoring junior designers.*

**TRACTION** | SENIOR BRAND DESIGNER (NOV 2018 – JUNE 2019)  
*Design and develop brand identities including logos, marketing collateral, and websites. Provided creative strategies, illustrations, and UX/UI solutions for a diverse range of clients.*

**PENN MEDICINE** | GRAPHIC DESIGNER (AUG 2017 – NOV 2018)  
*Manage the design and production of print materials while developing branding and marketing materials to support brand initiatives.*

**UNIQUE INDUSTRIES** | GRAPHIC DESIGN INTERN (JUNE 2013 – AUG 2017)  
*Designed email blasts, seasonal catalogs, and licensed products for brands such as Disney & Nickelodeon while art directing product photoshoots.*

**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. Pioneered the redesign of the team banners at the Wells Fargo Center.*

## SKILLS

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

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

## CONTACT

**PHONE** | 856.417.1687

**EMAIL** | HELLO@K-LINE-DESIGN.COM

**WWW.K-LINE-DESIGN.COM**