

# Kyra O'Kelley

Art Direction • Design • Illustration

## CONTACT

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(404) 423-9809

## AFFILIATIONS

### Emory Arts Underground

Atlanta, GA

Design Lead

2016–2019

### Black Star Magazine

Atlanta, GA

Print Designer

2017–2018

### Professional Association for Design (AIGA)

Atlanta Chapter

2017

## SKILLS

Photoshop

Illustrator

Indesign

Art Direction

Branding

Print Design

Hand Lettering

Illustration

Project Management

Communication

## INTERESTS

Entrepreneurship

Vocal Performance

Film Analysis

Video Games

## PROFESSIONAL SUMMARY

Passionate, interdisciplinary, and detail-oriented art director and designer with over 4 years of experience in branding, print, and digital design. Great communicator with the ability to work well within a team. Past projects range include comprehensive rebranding projects, presentation design, and social media content.

## EXPERIENCE

### 160over90 – Junior Art Director

*Summer 2019 – Spring 2020 • Atlanta, GA*

Collaborate with other art directors, designers, and account managers to establish new creative directions for print and digital marketing materials. Execute designs of educational materials to be used in international call centers

**Clients:** AT&T, DirecTV, AT&T Fiber, NFL Sunday Ticket, AT&T TV, HBO Max, Jordan Speith Family Foundation, IMG College, CapitalOne, USAA

### HUE Design Summit – Brand Designer & Illustrator

*Fall 2018 – Present • Atlanta, GA*

Design and illustrate graphics for conference swag, including t-shirts, tote bags, stickers, and notebooks. Collaborate with Senior Brand Strategist to create social media graphics, resulting in a 139% increase in attendee growth in 2019

### Freelance Designer

*Fall 2015 – Present • Atlanta, GA*

Utilize traditional art mediums and graphic design software to create custom artwork, product designs, and digital marketing collateral for clients

**Clients:** African American Graphic Designers, PurpleRose Creative, Evok Headwraps

## PERSONAL PROJECTS

### KSOanimation – Creative Director

*Fall 2020 • Atlanta, GA*

Develop apparel line targeting young black women who express themselves creatively. Mock up designs to be used on product line, including apparel, prints, and home goods

## EDUCATION

### Emory University, Goizueta Business School

*Fall 2015 – Spring 2019 • Atlanta, GA*

Bachelor's of Business Administration, Concentration: Marketing  
Integrated Visual Arts Co-major