

KELVIN PEEBLES

VISUAL DESIGNER

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🌐 www.kelvinpeebles.com

📍 Philadelphia, Pennsylvania

Strategic multidisciplinary visual designer with over 5 years of experience delivering integrated brand experiences across the beauty and finance sectors. Proven ability to create compelling digital and print campaigns that align creative vision with business objectives, ensuring brand consistency and audience engagement.

WORK EXPERIENCE

GLOBAL INVESTMENT FIRM - Senior Designer | 05/2025 - Present

- Design and execute marketing and sales collateral across digital and print formats including campaigns, brochures, banners, direct mail, and presentation decks.
- Collaborate closely with clients and project managers to align creative strategies with business goals.
- Develop forward-thinking multimedia concepts while ensuring brand integrity across platforms.

ORVEON GLOBAL - Digital Designer | 04/2024 - 12/2024

- Led creative execution for digital campaigns, product launches, and social media initiatives.
- Maintained brand consistency and optimized assets for U.S. and EMEA markets using Adobe Creative Suite and Figma.
- Supported award-winning campaigns, contributing to Laura Mercier and bareMinerals receiving 2024 Self Magazine Healthy Beauty Awards.

ESTÉE LAUDER COMPANIES - Digital Production Designer | 11/2022 - 02/2024

- Designed high-end digital content for global La Mer campaigns across a variety of display platforms.
- Partnered with creative leads to develop streamlined workflows and improve asset delivery.
- Maintained organized template libraries to ensure consistency and efficiency.

COSTA BRAZIL - Graphic Designer | 09/2021 - 08/2022

- Created cohesive visual assets for print and digital including product packaging, event invites, and marketing content.
- Worked directly with founder Francisco Costa to execute brand vision across all channels.
- Delivered multi-format campaigns for ecommerce, social, and OOH advertising.

SOFT SKILLS

- Reliable
- Detail Oriented
- Intellectual
- Interpersonal Communication

DESIGN SKILLS

- Typography
- Color Theory
- Layout
- Branding Development
- Analytical Skills

TECHNICAL SKILLS

Illustrator	
After Effects	
Photoshop	
Indesign	
Figma	

PROJECT MANAGEMENT SOFTWARE

Wrike	Trello	Asana
Airtable	Miro	

EDUCATION

Rutgers University
Bachelor of Art - Graphic Design - 2018