Kelsey Scofield

Kelsey Scofield is an independent designer and artist specializing in branding, websites, murals, and illustration design.

Work Experience

Kelsey Scofield Creative

Designer & Artist | Aug 2021 - Present

- Build creative strategy and manage execution for 25+ diverse accounts, delivering impactful solutions for both local and global brands.
- Designed original concepts and illustrations for a series of three exclusive coffee cups for Scooter's Coffee, a national chain with 800+ locations across 23 states.
- Partnered with Buildertrend, the industry-leading construction project management software, to execute a comprehensive rebrand, improving brand consistency across all marketing communications.
- Collaborated with Sheldon Art Museum to design engaging exhibition materials and an interactive kiosk, enriching the guest experience for 46,800+ annual visitors.

DayCloud Studios

Art Director | Nov 2020 - July 2021
Senior Graphic Designer | May 2019 - Oct 2020
Graphic Designer | October 2014 - September 2017

- Guided creative direction for a team of ~10 in-house and contracted creative talent, overseeing photography, video, development, copywriting, signage and fabrication to deliver cohesive and high-impact brand experiences.
- Designed custom websites, applications, identities, digital media and print materials for 50+ clients.
- Launched and led a web design program exclusively for Valley Irrigation dealers, driving the successful sale of 15+ websites within the first year.
- Developed creative work for accounts including Creighton University, Valley Irrigation, Complete Weddings + Events , Flagship Restaurant Group, GreenSlate Development, Woodsonia and Building Omaha.

Kaneko

Marketing & Communications Manager | Oct 2017 - Oct 2018

- Conceptualized branding and campaign strategy for highly interactive exhibitions, resulting in 40,000+ attendees with visitors from 46 states and 6 countries.
- Managed and grew a digital database of 10,000+ constituents, engaging our audience through targeted digital and print marketing materials.
- Curated and maintained our social media presence which increased our Facebook following by 35% and more than doubled our Instagram following within 6 months.
- Wrote and sent all press releases, attracting coverage from national publications including the Washington Post, Creative Boom and Art Daily.

Contact

hello@kelseyscofield.com
KELSEYSCOFIELD.COM

Skills

Brand Strategy
Creative Direction
Brand Identity Design
Graphic Design
Web Design
Illustration
Experiential Design
Project Management

Tools

Figma
Webflow
Procreate
Illustrator
InDesign
Photoshop
After Effects
Canva
Squarespace
Dubsado

Education

University of Nebraska – Lincoln

Bachelor of Journalism

Advertising & Public Relations Major

Social

LINKEDIN

INSTAGRAM

DRIBBBLE