

Linzi Kelsey

I'm a multidisciplinary designer and illustrator with experience delivering user-centered marketing design.

☎ (435) 840-0479

📍 Daybreak, Utah

✉ linzikelsey@gmail.com

🌐 linzikelsey.com

SUMMARY

Multidisciplinary designer with experience leading brand evolution, digital initiatives, and large-scale marketing projects. Seeking an opportunity to help shape creative direction, build cohesive visual systems, and elevate brand storytelling through thoughtful, strategic design.

WORK EXPERIENCE

Freelance Creative Designer

2014 - Present

- Direct and design digital and print marketing assets for various businesses, including digital ads, brochures, social posts, one-pagers, and other sales collateral.
- Event creative, including navigational signs, banners, lanyard name tags, and complete booth designs.
- Brand identity development, including logo iterations, color palettes, and type faces, and brand usages.
- Illustrative designs such as office murals.

Art Director, Fishbowl

2023 - 2026

- Started as UX/UI designer on the marketing team and quickly moved into an Art Director role.
- Directed and designed multiple web pages, including home page iterations, product pages, blog pages, feature pages, and more.
- Developed brand systems for web and marketing design, including iconography, illustration, and snippet style, as well as evolving the color palette and sub-logo system.
- Directed and managed creative contractors.
- Collaborated with all company departments to support their creative needs.

Senior Designer, Weave

2017 - 2023

- Created a very versatile range of design projects that took a start-up company of 120 employees to a public company of 900 employees.
- Contributed to several company rebrands, and played vital roles in those developments.
- Lead and contributed to many digital and print marketing assets, and supported other teams across the company with creative.

EDUCATION

BFA, Graphic Design

2014 - 2017 📍 Southern Utah University, Cedar City, Utah

Associates of Science

2011 - 2013 📍 Dixie State University, St. George, Utah

SKILLS

- Brand identity & visual systems
- Marketing & campaign design
- Cross-functional collaboration
- Web & UI design
- Presentation & pitch deck design
- Figma, Adobe Creative Suite
- Illustration
- Art direction
- Kind of funny