



kelly griffith

Multimedia Graphic Designer
+ Illustrator

Empathy-driven creative with 24+ years in visual storytelling and brand development. Skilled in designing impactful social media, marketing, and ad content across digital and print. Proficient in Adobe Creative Suite, especially Illustrator, Photoshop, and InDesign with an eye for detail and marketing strategy. Flexible in design style, ensuring cohesive, engaging visuals. Dedicated mentor and collaborator, fostering growth in emerging designers. Passionate about purposeful, socially impactful design.

areas of expertise

- Brand Guide Development + Adherence
- Social Media
- Electronic and Print Ads
- Infographics
- UI/UX Website/App Prototyping
- Campaign/Product Launch
- Deadline Focused within a Fast Paced Environment
- Managing Freelancers/Designers
- Creative Agency Experience
- Animated Gifs
- PDF Accessibility
- Logos
- Email Blasts
- Tradeshow Displays
- Print
- Prepress



2020 ACUP Collaborative Service Award

Design for Penn State's Mask-Up or Pack-Up COVID-19 Initiative

2018 American Marketing Association Spectrum Awards

Design and Illustration Award

AIGA Arizona Best of 2017 Curator's Choice Award

Exceptional Concept and Illustration

Light Space & Time Online Art Gallery

2017 Special Merit Category in Botanicals Art

Light Space & Time Online Art Gallery

2013 Special Recognition in Abstract Art



education

BFA in Communication Design
Kutztown University • Kutztown, PA

Continuing Education Certificates

[in](#) see [LinkedIn](#) for more info



Penn State University • State College, PA
2023 to Present
Multimedia Specialist and Graphic Designer for Student Affairs
2018 to 2023
Multimedia and Print Designer for Multimedia and Print Center

Kelly Griffith Art • State College, PA
2015 to Present
Freelance Graphic Designer

Entrenue • Phoenix, AZ
2016 to 2018
Senior Graphic & Digital Designer

Pennsylvania Medical Society (PAMED) Harrisburg, PA
2013 to 2015
Graphic & Digital Designer

Ahold, USA • Carlisle, PA
2012 to 2013
Graphic Designer

Motor Trend Auto Shows • Harrisburg, PA
2004 to 2012
Senior Graphic Designer & Assistant Art Director

Info Salon Marketing Magazine • Tampa, FL
2002 to 2004
Senior Graphic Designer

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career history



skills

- Adobe Creative Cloud
- Acrobat
- Photoshop
- Illustrator
- InDesign
- XD
- Figma
- Zeplin
- Entourage
- Dreamweaver
- Quark Xpress
- FileMaker Pro
- Expression Media
- Transmit
- SharePoint
- Suitcase
- Promote
- Microsoft Office Suite
- Outlook
- Constant Contact
- MailChimp

