

KEL SEY

CADENAS

GRAPHIC DESIGNER

DIGITAL CONTENT CREATOR

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EXPERIENCE

GAME SEVEN AGENCY

SEPT 2021 - PRESENT

NEW YORK, NY

SENIOR DESIGNER

- COLLABORATING WITH STRATEGISTS ON THE IDEATION PROCESS FOR CAMPAIGN ROLLOUTS, RFP'S, SOCIAL EXTENSIONS ETC.
- SPEARHEADING ANY CREATIVE NEEDS OR ASKS WHEN IT COMES TO THE ART DIRECTION OF SHOOTS, PRINT ASSETS FOR LIVE EVENTS AND ACTIVATIONS, MOCK-UPS, AND DIGITAL DESIGN COLLATERAL.
- OVERSEEING ALL DESIGN ELEMENTS, FROM CONCEPTION TO THEIR FINAL DELIVERY.

INKBOX

OCT 2020-SEPT 2021

NEW YORK, NY

SENIOR DESIGNER

- RESPONSIBLE FOR ESTABLISHING AND MAINTAINING NEW DESIGN DIRECTION FOR THE BRAND.
- DESIGN DIRECTED AND SPEARHEADED LARGE CAMPAIGNS AND ARTIST COLLABORATION DESIGN ASSETS FOR THE SITE AND SOCIAL PLATFORMS.
- REVIEWING THE WORK OF JUNIOR DESIGNERS TO GIVE GUIDANCE AND FEEDBACK.

BUSTLE DIGITAL GROUP

APRIL 2019 - APRIL 2020

NEW YORK, NY

JUNIOR GRAPHIC DESIGNER

- RESPONSIBLE FOR MAINTAINING THE BRAND IDENTITY AND PRODUCING EDITORIAL DESIGN ASSETS ACROSS ALL FIVE EDITORIAL BRANDS AT BDG: NYLON MAGAZINE, THE ZOE REPORT, ELITE DAILY, BUSTLE, AND ROMPER.
- MAINTAINING AND IMPLEMENTING THE NEW DESIGN IDENTITY THROUGHOUT ALL PLATFORMS ON NYLON MAGAZINE WHILE THE BRAND WAS GOING THROUGH A BRAND REDESIGN.
- DESIGN DIRECTED, ANIMATED, REDESIGNED LOGOS, AND BUILT PAGES FOR REOCCURRING EDITORIAL SERIES, PLATFORMS, AND SOCIAL MEDIA STORIES FOR ELITE DAILY.
- RESPONSIBLE FOR HOMEPAGE CURATION DESIGNS FOR ELITE DAILY.

CONTEXT SKIN

AUG 2018 - JAN 2019

NEW YORK, NY

GRAPHIC DESIGNER (FREELANCE)

- RESPONSIBLE FOR DESIGNING BRANDED MARKETING MATERIAL FOR SOCIAL MEDIA, WEBSITE BANNERS, AND EMAIL MARKETING USAGE.
- OTHER TASKS INCLUDED THE SCHEDULING OF MARKETING MATERIAL FOR TIMELY DISTRIBUTION AND UPDATING AND DESIGNING WEBSITE BANNERS TO PROMOTE NEW CONTEXT SKIN PRODUCTS OR PROMOTIONS.

EDUCATION

SAVANNAH COLLEGE OF ART AND DESIGN

2015 - 2018

BFA: FASHION MARKETING
AND MANAGEMENT

PROFESSIONAL SKILLS

- COMPOSITION - 3D DESIGN - ART DIRECTION - DIGITAL DESIGN
- TYPOGRAPHY - CONCEPTING - BRANDING - ADOBE CREATIVE SUITES
- ANIMATION - SKETCH - KEYNOTE - CREATIVE COLLABORATION
- ORGANIZATION - DIGITAL MARKETING - WEB DESIGN - LAYOUT DESIGN
- PASSIONATE - DEDICATED - SELF-MOTIVATED