

# Kelly Yoder

## GRAPHIC DESIGNER

### SKILLS

#### Brand & Identity

- Branding
- Visual Identity
- Logo Design
- Brand Guidelines
- Iconography

#### Digital & Web

- UI Design
- UX Design
- Responsive Design

#### Print & Layout

- Print Design
- Page Layout
- Typography
- Print Production

#### Motion & Media

- Motion Graphics
- Logo Animation
- Video Editing
- Display/Banner Ads
- Social Media Graphics
- Campaign Development
- Presentation Design

#### Information Design

- Infographics
- Visual Storytelling

#### Digital Marketing

- Email Campaign Design
- Social Media Design
- SEO Fundamentals
- Google Analytics Basics

### SUMMARY

Graphic designer with 10+ years of experience creating branding, print, digital, web, and social media design for agencies, businesses, and non-profit organizations. Skilled in developing full brand systems, designing websites, producing multi-channel campaigns, and creating motion and video assets. Experienced in both on-site and remote collaboration, known for fast turnaround, clear communication, and high-quality execution across diverse industries.

### PROFESSIONAL EXPERIENCE

#### Graphic Designer

Big Idea Company — Mishawaka, IN, 2023 – Present

- Design digital and print assets including websites, landing pages, social media campaigns, email graphics, billboards, and video content.
- Create complete branding systems for businesses and non-profit organizations, including logos, typography, color palettes, and brand guidelines.
- Produce print pieces such as annual reports, fundraising campaigns, brochures, direct mail, event collateral, and promotional materials.
- Develop motion graphics and video content for marketing and advertising.
- Collaborate with clients, writers, and account teams to deliver consistent, high-quality creative across all channels.

#### Graphic/Web Designer

Ignite Media — Boca Raton, FL, 2022 – 2023

- Designed landing pages, sell sheets, banner graphics, and pitch decks for a video streaming advertising company.
- Supported brand consistency across digital and print materials.
- Executed the full visual rollout of the brand—including website design and all supporting marketing assets—which contributed to the company achieving \$1M in profit in its first year.

## SOFT SKILLS

- Communication
- Collaboration
- Client Management
- Problem Solving
- Deadline Management
- Self-Motivation
- Creativity
- Adaptability

## TOOLS

- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Adobe After Effects
- Adobe Premiere Pro
- Adobe Acrobat
- Figma
- Canva
- Google Suite
- Microsoft Office
- Asana
- Slack
- WhatsApp
- Google Meet
- Zoom
- Microsoft Teams
- Skype

## EDUCATION

B.A. in Studio Art  
Bethel University  
Mishawaka, IN

## Graphic/Web/Brand Designer

Spark Medical Marketing — Boca Raton, FL, 2022 – 2023

- Managed all aspects of company branding for a nationwide advertising agency with 130+ employees.
- Designed websites, conference assets, slide decks, sell sheets, social media posts, and video content.
- Developed cohesive brand systems and marketing collateral.

## Graphic/Production Artist

Homes & Lifestyles — Osceola, IN, 2004 – 2009

- Designed and produced page layouts for a regional real estate magazine using Adobe tools.
- Communicated directly with real estate agents to ensure ad accuracy and satisfaction.
- Produced multiple magazines under weekly, biweekly, and monthly publishing deadlines.
- Proofread and prepared files for press.

## Freelance Graphic Designer

Various Clients, 2004 – Present

- Provided print and digital design services for industries including medical, real estate, travel, political, finance, weddings, clean energy, industrial, and non-profit organizations.
- Delivered branding, social graphics, websites, marketing materials, and campaign assets tailored to each client's needs.
- Built long-term client relationships through high-quality, fast-turnaround work, leading to repeat business and ongoing referrals.

## CERTIFICATES

Google Digital Marketing  
& E-commerce