



KELLY GAMACHE

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DESIGNER // ILLUSTRATOR // PHOTOGRAPHER

Currently a freelance designer in North-eastern USA. I work with brands to build consistency across their platforms and partner with in-house teams to develop new creative for editorial and social.

With an eclectic background, I pride myself on tackling problems from any angle and am always game to sink my teeth into new challenges. Constantly looking at how bold visuals can inspire people, create narratives, and how fashion can work towards social change.

PROGRAMS // SKILLS

Photoshop, Illustrator, InDesign, After Effects, Premiere Pro, XD, Rush

Project management

Ability to provide creative/art direction

Photoshoot production experience

Ability to provide visual critique

Managing clients/contractors

Inter-department communication specialist

Teamwork architect

Enough knowledge of CSS to be dangerous

AGENCIES & IN-HOUSE

Be Grizzlee • freelance graphic designer

MAY 2021 // CURRENT

Working with brands like Apple, Adidas, and Apple TV+ to design social media assets, create illustrations for editorial, work on typesetting for localization, build in-brand templates, and prepress for advertising.

Alpen & Glo • freelance graphic designer

MAR 2021 // CURRENT

Building print and digital assets for online global education clients with designs completed in multiple languages and for various markets. Includes emails, flyers, social media assets, trade show materials, catalogs, and infographics to advance the brand in the global sphere. The styleguide was developed before my arrival but, as the only current designer, I head all major visual assets.

Steep Media • digital and visual designer

FEB 2020 // CURRENT

Designing visual identities and social media content for small businesses. Our aim was to bring the knowledge of large-scale design and content creation to companies and brands that are just starting out and looking for affordably-priced solutions.

Side projects include the recently relaunched podcast/instagram: @thatsall.podcast. Our two-man team are focused on making fashion content that new enthusiasts can dive into without reading every magazine and watching every runway.

The Farthest Pixel • freelance designer & illustrator

APR 2018 // CURRENT

Redesigning digital and print materials for online learning platforms. My focus tends to be on taking existing styleguides and elevating not only their aesthetic but their readability – form partnering with function in order to promote learning. From illustrations and iconography designs to building infographics, logos, and cross-functional branding.

MALKA Media • brand designer

JUN 2020 // AUG 2020

Elevate visuals for soft rebrand by rebuilding styleguide and social strategy. Create print and product packaging; initiate visual/illustration style for social; design major assets for campaign launch in NYC; build UX/UI designs for website update; and manage upcoming junior designers, while interfacing with stakeholders.

Viasat Inc. • UX/UI designer

APR 2014 // MAY 2018

Build and maintain a digital pattern library that was usable across all digital platforms in order to easily and consistently apply our brand's styleguide. Interfaced with contractors/manufacturers, liaising between departments in order to push projects forward, project management of digital development for international services, and built a close relationship with the web dev

INTERNSHIPS

British Vogue

Assist Art Coordinator in designing page layouts, event collateral, compiling research, and pitching to editorial team.

BRICK Magazine

Design assistant for prepress on Issue 08. Transitioned to digital designer to bring the visual narrative to the web (COVID hold).

Angie Smith Style

Manage wardrobe pickup/drop off, organize all in and out-going products, interface with designers and personal shoppers, general admin.

Photoshoot Assistant

Manage models, styling continuity, equipment setup/breakdown, general shoot admin, styling prep, photography, lighting, creative direction, and production.

The Montana Dinosaur Center

Summer intern designer in residence. Develop new logo and branding, giftshop merch, signage, and run social media while working on scientific illustration and photography.

HONORABLE MENTIONS

LOVE Magazine • Interview Transcriber

Condé Nast College • Guest Lecturer

L.L.Bean • Returns Processor

EDUCATION

certificate • streetwear essentials

Parsons School of Design

MA • creative direction for fashion media

Condé Nast College of Fashion & Design

BFA • illustration

Savannah College of Art and Design