

KELLY GAMACHE

Art Director // Fashion Media // Brand Campaigns

gamache_k@yahoo.com

+1 (508) 389-3719

// SKILLS

Art Direction
Editorial Design
Collab Campaigns
Brand Strategy
Photoshoot
Production
Adobe Suite
Figma

// EDUCATION

MA CREATIVE DIRECTION
FOR FASHION MEDIA
**Condé Nast College
of Fashion & Design**

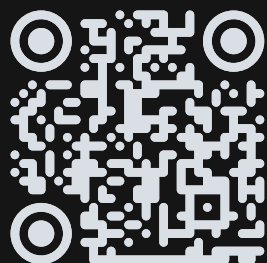
BFA GRAPHIC DESIGN
& ILLUSTRATION
**Savannah College
of Art and Design**

Certificate
STREETWEAR BRANDS
AND MARKETING
**Parsons School
of Design**

// WORKED ON SHOOTS FOR

British Vogue
BRICK Magazine
Pause Online
ES Magazine
Ace & Tate
Schon! Magazine
Kaltbult Magazine
DIY Magazine
Gentleman's Journal
Supercolour Records

LINKEDIN
INSTAGRAM
// PORTFOLIO



CROCS

ART DIRECTOR OF BRAND PARTNERSHIPS
AUG 2022 // PRESENT

- Art directed one of footwear's most prolific collab programs: culturally-led campaigns spanning social, digital, app, and global retail, consistently positioning Crocs at the intersection of hype and mass market
- Translate partner briefs into creative strategy: lead ideation sessions across brand partnerships and marketing, refine concepts into executable brand strategies, and present to internal stakeholders and external partners. Pitching ideas, incorporating feedback, and advocating for brand integrity to drive successful creative outcomes
- Oversee full campaign lifecycle from concepting through photoshoot execution and launch; lead a team of five designers across the brand partnerships division
- Launched LEGO x Crocs (2026): revealed at Paris Fashion Week with Tommy Cash, sold out globally on day one, drove 19.95M impressions, 1.5M engagements, and a 7.52% ER, 376% above industry standard and the best-performing partnership of '25-'26
- Partnerships team consistently the highest-grossing creative team in annual sales

PARTNERS // **BAPE • LEGO • Balenciaga • Simone Rocha • PALACE • MSCHF • Disney • Marvel • Levi's • PLEASURES • aespa • Kanghyuk • Aries Arise • Susan Alexandra • Swarovski • Minecraft • Marimekko • Nintendo • Toei • Fortnite**

BE GRIZZLEE

SENIOR DESIGNER
MAY 2021 // SEP 2024

- Delivered editorial and digital marketing assets for global brand clients including Apple, Adidas, and Apple TV+
- Created social media content, brand guidelines, and templates for app and TV campaign channels
- Managed localization edits and prepress production for international advertising campaigns

BRANDS // **Apple • Adidas • Apple TV+**

ALPEN&GLO

ART DIRECTOR
MAR 2021 // JUL 2025

- Design print and digital assets for global clients in multiple languages across international markets
- Deliverables include emails, social media assets, event design, trade show materials, catalogs, pitch decks, and infographics

BRANDS // **Ralph Lauren x Fortnite • Poland Springs • Electude • Chamberlain Coffee • Sofresco • Sun Sip • Ararat**

STEEP MEDIA

CREATIVE DIRECTOR & FOUNDER
FEB 2020 // PRESENT

- Co-founded boutique creative studio delivering brand identity, campaign design, and social content for clients from startups to global enterprises

BRICK Magazine

- Built full digital platform: Instagram presence, Shopify storefront, and content-first editorial website using Adobe XD and Wix

MALKA Media

- Soft rebrand for Kaló: rebuilt style guide, print and product packaging, social visual strategy, NYC campaign launch assets, and UX/UI website redesign; mentored junior designers

PMC

- Created designs, style guides, and brand consistency assets for PMC and its portfolio of associated media brands

Bose

- Developed and executed Gen Z branding campaigns for new product releases; delivered updated digital banners and files for wholesale retail partners

SELECT CLIENTS // **Penske Media Corporation • LA3C Fest • Bose • Condé Nast • MALKA Media**

EDITORIAL

NOV 2018 // JAN 2020

BRITISH VOGUE
Art Room Intern

BRICK MAGAZINE
Digital Designer

FREELANCE
Photoshoot Assistant

CONDÉ NAST
Event Assistant

VIASAT INC

LEAD UX/UI DESIGNER
APR 2014 // MAY 2018

- Developed and maintained a digital design pattern library enabling consistent design implementation across multiple platforms