

KELLY GAMACHE
Los Angeles, CA

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[LinkedIn](#) • [@storm.king](#)

ARTDIRECTOR//CAMPAIGNDESIGNER

I work with brands to build consistency across their marketing and partner with in-house teams to generate fresh and innovative content for editorial and social platforms.

With an eclectic background encompassing various disciplines, I pride myself on tackling problems from multiple perspectives and thrive on sinking my teeth into new challenges. I am constantly exploring the power of bold visuals to ignite inspiration, shape narratives, and harness the influence of fashion and design to create social change.

My ultimate goal is to deliver impactful results that resonate with audiences and drive positive transformations.

CAREER HIGHLIGHTS

- **VISUAL STORYTELLING**
- **CROSS-TEAM COMMUNICATION**
- **PROJECT MANAGEMENT**
- **10+ YEARS OF EXPERIENCE**

AGENCIES & IN-HOUSE

Bose • art director • short-term contract

MAR 2023 // JUN 2023

Strategize and execute cohesive branding campaigns targeting Gen Z audiences for new releases, leveraging innovative design approaches. Simultaneously delivering updated files and banners for wholesale partners.

Crocs • art director • partnerships

AUG 2022 // CURRENT

Design and build campaigns for hype and mass market collabs as part of the brand partnerships team. Extending across social, digital, app, and communications, oversaw design, concepting, photoshoot concepting and execution, while manage partners and project schedules to ensure successful project rollout.

Be Grizzlee • freelance art director

MAY 2021 // CURRENT

Work with brands like Apple, Adidas, and Apple TV+ to design social media assets, brand guidelines, and templates; create editorial illustrations; update brand style guides; work with localization teams; and design prepress for advertising.

Alpen & Glo • freelance brand designer

MAR 2021 // CURRENT

Build print and digital assets for various clients with designs in multiple languages and for various markets. Includes emails, flyers, social media assets, trade show materials, catalogs, pitch decks, and infographics to advance the brand in the global sphere. Poland Springs, Electude, Wellcome Brand, EZ Kebab Catering, and Chamberlain Coffee.

Steep Media • creative director

FEB 2020 // CURRENT

Design visual identities and social media content for businesses both small and large, using years of collective experience to design for at-home entrepreneurs to global clients like Penske Media Corporation. Brand design, event and tradeshow collateral, advertising for festivals like LA3C, website redesigns, and social media content/guidance.

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

Developed and managed a digital pattern library, enabling seamless implementation of a CSS system by designers and developers across multiple platforms. Facilitated communication with contractors and manufacturers, enhanced user experience, coordinated interdepartmental collaboration, and oversaw digital development for international services.

PART-TIME ROLES

British Vogue • Design Intern

PMC • Freelance Designer

Photoshoot Assistant

- set management
- on set photography assistant
- on set styling assistant
- on set art direction

BRICK Magazine • Web Designer

Angie Smith Style • Styling Assistant

LOVE Magazine • Interview Transcriber

Condé Nast College • Guest Lecturer

The Montana Dinosaur Center • Designer

PROGRAMS // SKILLS

PHOTOSHOP, ILLUSTRATOR, INDESIGN, XD, FIGMA, AFTER EFFECTS, MIDJOURNEY, CHATGPT, CLAUDE 2

Visual storytelling	Photoshoot production
Branding and style guides	Cross-team comms
Project management	Global partnerships
Creative/art direction	Teambuilder

TRAINING

Pimsleur, Rosetta Stone

Japanese Language // beginner

self-directed

PS Beta, Claude 2, Midjourney, ChatGPT

EDUCATION

certificate • streetwear brands & marketing
Parsons School of Design

MA • graphic design and creative direction
Condé Nast College of Fashion & Design

BFA • illustration
Savannah College of Art and Design