



KELLY GAMACHE

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DESIGNER // ILLUSTRATOR // PHOTOGRAPHER

Based in Los Angeles, CA. I work with brands to build consistency across their marketing 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. [he/him]

PROGRAMS // SKILLS

Photoshop, Illustrator, InDesign, XD, AE, Rush, Premiere Pro, Sketch

Project management

Teambuilder

Ability to provide creative/art direction

Photoshoot production experience

Ability to provide visual critique

Managing clients/contractors

Inter-department communication specialist

Enough knowledge of CSS to be dangerous

AGENCIES & IN-HOUSE

Cross • senior designer • partnerships

AUG 2022 // CURRENT

Working with the collabs team to design creative for all brand partnerships. Responsibilities include building visual concepts that speak to the individual partner and extend across everything from digital marketing to package design.

Be Grizzlee • senior freelance designer

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 • senior freelance 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, and Chamberlain Coffee.

Steep Media • brand and visual designer

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.

The Farthest Pixel • freelance designer & illustrator

APR 2018 // JUN 2022

Redesigning digital and print materials for online learning platforms. Elevating existing styleguides in aesthetic and readability. 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 created a CSS system that could be easily implemented by any designer or developer across all platforms. Interfaced with contractors/manufacturers, created stronger UX for consumers, liaised between departments to finalize projects, project management of digital development for international services.

PART-TIME ROLES

British Vogue

Assist the 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 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