

KELLY GAMACHE

Art Director // Fashion Media // Brand Campaigns

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// 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**

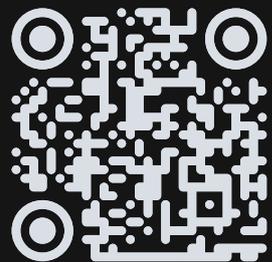
BFA GRAPHIC DESIGN
& ILLUSTRATION
**Savannah College
of Art and Design**

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

- Lead design and concepting for hype and mass-market brand collaboration campaigns across social, digital, app, and retail communications for the Crocs Brand Partnerships team
- Oversee all fashion brand collaborations, managing a team of five designers
- Oversee full campaign lifecycle: concepting, photoshoot execution, partner management, design, and project scheduling
- Designed and launched LEGO Brick Clog (2025-2026), selling out within minutes and generating tens of millions of impressions at every touchpoint; second multi-product drop including adult and kids' clogs and Crocs' largest licensed Jibbitz assortment to date
- Designed Fortnite x Crocs, the best-performing Crocs partnership campaign of 2024 on TikTok and Instagram – generating 400,000 shares within 24 hours of launch, with 29.5M+ impressions and 2.6M+ Crocs claimed through in-game activation
- Partnerships team was consistently the highest-grossing creative team in annual sales

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

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

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

- 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

EDITORIAL

NOV 2018 // JAN 2020

BRITISH VOGUE
Art Room Intern

BRICK MAGAZINE
Digital Designer

CONDÉ NAST
Guest Lecturer

FREELANCE
Photoshoot 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