

KELLY WILSON

Art Direction + Purpose-Driven Creative

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Hi, I'm Kelly, an ambitious and authentic creative leader based in Philadelphia, PA with a passion for creative storytelling, for the why behind decisions are made, and for developing purpose-driven work. I have an interest in art direction, brand development, mentoring, copywriting, and strategy. Through creativity, innovation, continuous learning, I am always working towards creative authentic, meaningful work.

Outside of creative work, I am a 200 hour Registered Yoga Teacher and lead classes at a studio in Philadelphia suburbs. I am always looking to learn, dive deeper, and better myself as an instructor, which I have been able to pull into my leadership and presentation skills as a creative leader.

SKILLS

PROFESSIONAL

- Mac iOx
- Adobe Illustrator
- Adobe Photoshop
- Adobe InDesign
- Adobe XD
- Sketch
- Zeplin
- Figma
- Microsoft Word
- Microsoft Powerpoint

PERSONAL

- Authentic and Passionate
- Time Management
- Creative Spirit
- Fast Learner
- Organized
- Energetic
- Positive Energy
- Outgoing
- Open Minded
- Witty

EDUCATION

WEST CHESTER UNIVERSITY OF PA
BFA Graphic Design

ART SUPERVISOR | 21GRAMS

December 2024 – Present

As an Art Supervisor, I have had the unique opportunity to launch a first-of-its-kind treatment for a rare disease in pediatrics. I assisted in a lifechanging launch of day 1 and day 10 tactics, including the patient brochure and the welcome kit, the IVA, branded DTC and HCP websites, and a range of digital tactics. I have defined and evolved the branded and unbranded campaigns, begin implementing them across all visual tactics while establishing myself as a leader for the creative team and working cohesively with other capabilities to uphold the integrity of the brand. In addition, I have worked on concepts and tactical executions for agency pitches and unicorn ideas for my day-to-day brand, establishing myself as a go to person for big ideas.

SENIOR ART DIRECTOR | DIGITAS HEALTH

September 2022 – December 2024

Once promoted to Senior Art Director, I continued to lead, manage, and execute successful solutions across multiple treatments. I assisted in the launch of a brand new HIV treatment, including creating day one tactics and leading the development of the day one website and full branded consumer website. Additionally, I was brought in as a lead creative for a brand in the vaccine space to help support an evolving team and to elevate the work, along with pitch (and win) a huge piece of new business within this brand. In the day to day, I had the opportunity to work on the consumer/patient side of business with a focus in both adults and pediatrics, helping to develop new campaigns and working to find ways to enhance the existing work.

ART DIRECTOR | DIGITAS HEALTH

September 2020 – September 2022

As an Art Director at Digitas Health, I designed, led, and executed innovative visual solutions across print and digital platforms, providing a fresh viewpoint and conceptual thinking to each. Leading projects from start to finish, I work collaboratively with other art directors and copywriters, as well as the Project Management, Strategy, and Account teams, to provide new perspectives and ideas for an industry-leading client. Some of these include a market shaping campaign re-brand and website creation, ownership of the branded website, an interview-style video series with thought leaders in the field, a number of social media campaigns targeted at HCPs, and innovative solutions to maintain their status as a leader in their field.

In addition, I mentored and managed a number of junior level creatives across capabilities and oversaw and acted as the liaison between DH and a NYC-based creative high school mentorship program. I helped in company-wide DE&I initiatives, and assisted in brainstorming and developing campaigns to bring new and organic business to the agency.

SENIOR DESIGNER | DIGITAS HEALTH

January 2019 – September 2020

After establishing my value as a freelancer, I was brought on full time to continue to help the growth of a newly launched treatment. I had the opportunity to work directly with copywriters to grow key messaging buckets while working with our ACD to push and mature the work within the established look and feel of a brand. I was given opportunities to work directly with vendors once assets are passed off, seeing projects out from start to finish, as well as opportunities to present the work directly to the client. I assisted in on-boarding new coworkers and had the chance to provide guidance to the 2019 intern group. Additionally, I was selected to work on an internal campaign to bring awareness to work place discrimination based on sexual orientation or gender identity by spreading awareness around Title VII of the Civil Rights Act in 2019. I co-led a mural project within our company-wide community service day and frequently worked directly with the leadership to create promotional materials for internal events.

FREELANCE DESIGNER | DIGITAS HEALTH

September 2017 – January 2019

GRAPHIC DESIGNER | IQ MEDIA CORP

October 2014 – May 2017