

Kelly Sherman Childress
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PROFESSIONAL EXPERIENCE

Artistic_Address *Art Director/Principal* New York, NY Present

- Independent Contractor
- Web design: KellyYogaNYC.weebly.com • BodyLocal.com

Body Local *Exhibitor Coordinator and Website Design* New York, NY 2016-2017

- Coordinated monthly networking events for fitness & wellness providers
- Coordinated 60+ exhibitors for Summerfest, the premier wellness event of the summer for NYC's fitness & wellness leaders and influencers. Both a wellness expo showcasing the latest innovative products & services and an exclusive networking event. Organized exhibitors' shipping plans and products to Mercedes Club; Exhibitor contact person; Develop each exhibitor's visual representation on Summerfest website; coordinate all their images and design their individual pages on the site
- Design and maintain Body Local website

MortgageIT (NYSE: MHL) *Art Director* New York, NY 2004-2007

- Supervise 10 person department, direct and develop visual images communicating our marketing objectives
- Design all print pieces for banking and brokerage company: print ads, postcards, brochures and all fliers for use through 50 branches; convention exhibit booths and stands ; 2004 and 2005 Annual Reports. Design MortgageIT University logo & its use
- Incorporate brand into Deutsche Bank branding, after consolidation

Cardinal Communications *Graphic Designer* New York, NY 2001-2004

Advertising agency: Miramax, Sony Pictures Classics, Paramount, Dimension and Focus Features Films with responsibilities for the design and production of advertising and marketing materials. Weekly and special advertising supplements for Film Society of Lincoln Center; Design and create concepts for Internet advertising banners

- Prepare and insert artwork into ads for print publications; blowups into posters; postcards; slick sheets
- Responsible for sending ads to multiple publications including New York Times, New York Post and Time Out NY

Sunny Bates Associates *Director of Marketing and Design* New York, NY 1998-2001

- Design and implement marketing campaigns from concept through production for executive recruitment company
- Design ads for trade publications; collateral materials including holiday cards, other direct mail pieces
- Handle planning and logistics for special events including quarterly client/networking events, annual anniversary party and events surrounding launch of satellite offices in Los Angeles and London

FREELANCE CLIENT LIST

JCrew ° *Design and guide spreads for catalogs from conception through the production process* ° *Prepare film for catalog printing; managed from artist to editor through Color Out process* ° *Create layouts for magazine ads and direct mail pieces*

Also: Children's Museum of the Arts • The Parent's League of Manhattan • IBM, Capital Markets Group: Promotional Presentations • Warm Biscuit Bedding Company: Seasonal company catalogs • Borders: Monthly newsletter News & Events • Technology Management Resources: Technical support, instruction • Action Against Hunger: Event logo design; invitations, posters and promotional designs

Restaurants: Beckett's, Bennigans, Pizazz: Table tents; posters, invitation designs, event promotions

Theatres: Inverse Theatre; FAPC; Indiana Repertory: Scenic Artist, Set Designer • Impact Group: Scenic arts and displays • Set Up & Co: Scenic arts

FACULTY POSITIONS

City College of New York New York, NY 2000-2003 Adjunct Professor: Advertising and Public Relations Production

Course involves design concepts with extensive QuarkXpress. Also incorporates Photoshop, Illustrator

Macintosh Learning Center New York, NY 1998-2001 Instructor: Basic Macintosh; QuarkXpress; and Pre-press & Production

PLATFORMS/SOFTWARE EXPERIENCE

- Able to work in both Mac and PC environments
- Power user of InDesign, PhotoShop and Illustrator; Working knowledge of Microsoft: PowerPoint, Word and Excel
- Thrives on a variety of projects from print collateral and direct mail to Web promotions; Completes jobs on time, on budget and according to specifications. Strong interpersonal /client management skills

EDUCATION

Indiana State University
1980-1984

BA: Psychology • Interior Design

Art Institute of Ft. Lauderdale
1986-1988

Associates Degree: Graphic Design