

Kelly Hutchinson

Art Direction & Design 516.776.5667 • email: kellyhutchdesign@gmail.com • kellyhutchdesign.com

WORK FREELANCE

Brindle Haus Brewing Co. Rochester, NY

Created logo for Brindle Haus Brewing Co. Designed labels for can releases. 2017 - present

Archer Roose Wines Boston, MA

Expanded AR brand through print, signage, social media graphics and promotional pieces. Designed can and keg labels, tap handles and sell sheets. 2016 - present

Toba Remedies Bellmore, NY

Created brand identity for Toba Remedies (logo & marketing pieces). Designed labels for each product from concept to production. Created press kit and marketing materials. 2013 - present

Bethpage Federal Credit Union Bethpage, NY

Part-Time Graphic Designer, September 2016 - May 2018

Worked in the Marketing Department. Responsible for the creative execution of: seasonal campaigns (direct mail, postcards, in-store graphics), corporate print collateral (training materials, branch signage, event invitations), and social media images. Additional responsibilities include art direction of photo shoots and photo retouching.

Kohl's Corporate Offices Menomonee Falls, WI

Graphic Designer, October 2003 - 2005

Worked in the Advertising/Marketing Department. Responsible for the creative execution of: new product launch and seasonal campaigns, in-store visuals, national ads, logos, promotional pieces, and direct mail packages. Additional duties include talent selection, art direction of photo shoots, and color-correcting and retouching images.

Rapp Collins Worldwide New York, NY

Art Director, June 1999 to June 2003

Responsible for the creative execution (concept to production) of: direct mail packages, print ads, storyboards, TV commercials, and new-business pitches and presentations. Additional duties include on-press supervision of printing, color-correcting print materials, and creative presentation to clients. Clients: Mercedes-Benz, Pfizer, RadioShack, Juniper Bank, Wyndham Resorts and Hotels, Kaiser Permanente and Citizens Bank.

SKILLS Mac proficiency in Adobe Creative Suite

AWARDS 2018 Diamond Award - Bethpage FCU "Boogie Board Youth Campaign"
2002 Silver ECHO Award - Juniper Bank Direct Mail Package
May 2001 One Club Student Exhibition through Adhouse - Levis Concept Ads

EDUCATION NY Institute of Technology May 2000
Bachelor of Fine Arts in Graphic Design