

Kelsey Wickliffe

512-921-7736

krwickliffe@hotmail.com

wickliffedesign.com

Experience

WATERLOO RECORDS & VIDEO

Website Manager & Designer (2010 - Present)

- Updates and maintains store website, creates banners and ads for marketing clients.
- Designs digital assets to promote events, contests and cross promotions.
- Implemented current site design and sought out Broadtime as Waterloo's ecommerce host.
- Designs and writes copy for weekly email newsletter for Waterloo's 5000 plus subscribers.
- Executes and fulfills advertising programs for the Coalition of Independent Music Stores (CIMS) to promote titles and receive rebate incentives from distributors.

UT SYSTEM - ACADEMIC AFFAIRS

Website Designer (June 2015 - November 2015)

Worked on a temporary basis on two initiatives for the UT System.

- Planning design and build of transfer101.org.
- Planning, redesign and implementation of Academic Affairs portion of the UT System website.

FREELANCE DESIGN 2010 - Present

Works independently with clients to produce and implement dynamic designs from printed materials to websites

Clients include: Women Infants & Childrens Program, Schaefer Guitars, Super Secret Records, Limetree Research, The Sons of Hercules, Peter Streckfus, Hub Bub Pedals, The Ripe & more.

AUSTIN COMMUNITY COLLEGE 2008 - 2011

Integral part of design team which executed various projects for the Texas Women, Infants & Children's Program

- Planning, designing and building of current Texas WIC website: texaswic.org
- Creation of a motion graphics video presentation about the importance of integrating social media for the organization.
- Planning, wireframing, and visual design for upcoming baby journal application. for clients of Texas WIC.

Technical

Photoshop
Illustrator
Flash

Dreamweaver
Fireworks
InDesign

Keynote
iMovie
Wordpress

Logic
XHTML
CSS3

Education

AUSTIN COMMUNITY COLLEGE - Austin, TX

Earned Associates of Interactive Design Specialization

TEXAS WOMANS UNIVERSITY - Denton, TX

Earned Bachelor's of Fine Art in Photography