

CONCEPTUAL. STRATEGIC. CREATIVE.



Kellie Bambach
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PERSONAL PROFILE

I provide strategic, integrated, branding and graphic design solutions to clients in order to make them a leader in their industry.

EDUCATION

BFA, graphic design
University of Michigan, School of Art

PROFESSIONAL SKILLS

Adobe Creative Suite
Concepting
Graphic Design
Web Design
Social Media
Brand Integration
Cross Platform Campaigns
Print Production
Photo Art Direction
Leadership/Managerial Skills
Client Presentation
Strategy

AWARDS & ASSOCIATIONS

western art directors club
RAC Awards (retail advertising competition)
Rx Awards (medical marketing association)
In-Awe Awards
Addys
Caddys
AIGA :365 award, work documented in the
national design archives

AIGA: American Institute of Graphic Arts
Detroit Design Core

WORK EXPERIENCE

Creative Director, graphic designer 2011- present
sparklefurry, llc., Ann Arbor, Michigan

- concept, design and produce integrated brand campaigns for entrepreneurs and businesses of all sizes: logos, print collateral, signage, advertising (print and online), social media and web sites
- photo art direction
- manage outside vendors: photographers, illustrators, designers, developers and printers
- strategic planning and competitive analysis
- client presentations

Adjunct Faculty, Advertising & Design Dept. 2015- present
College for Creative Studies, Detroit, Michigan

Senior Art Director 2002-2010
re:group, inc., Ann Arbor, Michigan

- concept development and design for local and national brand development campaigns; cross platform
- product naming
- creative development for overall brand strategy, identity design, corporate collateral, direct mail, invitation/event design, print advertising, radio, tv, web sites, social media
- photo art direction for both print and television shoots
- partner and direct outside vendors: illustrators, designers, producers, photographers, printers
- mentor and manage jr. designers as well as interns
- client presentations
- concept, design and present cross platform new business pitches

Senior Art Director 2001-2002
fox broadcasting company, Los Angeles, California

- concept development and design of promotional materials relating to FOX network shows & movies

Managing Art Director 1999-2001
target corporation/meryvn's, san francisco, california

- understand and create brand standards for multi-tier corporation
- concept and design for special events geared to increase market share
- created brand image for extreme sports and music festival; Beach Bash, an event that in it's first year attracted over 85,000 attendees (logos, invitations, signage, site design, concert stage, advertising, in-store promotions, merchandise, etc.)
- manage a variety of vendors: illustrators, designers, producers, photographers, printers
- photo art direction
- recruit and mentor internship program