

# KELLI R. PARKER

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## HELLO. I'M SMART AND I GET STUFF DONE.

Experienced designer with more than 15 years of creative experience, an entrepreneurial spirit, and obsessive project ownership who excels at working cross-functionally to support top-line company goals.

## PROFESSIONAL EXPERIENCE

### Mirror NYC

2016

#### *Creative Lead*

Responsible for developing original design concepts and approaches, overseeing multiple projects through execution, and managing and mentoring a team of designers with close collaboration, a true, can't-ignore-it obsession with detail and high expectations in a fast-paced environment.

### à deux: bespoke wedding paper

2008 - 2016

#### *Head of Creative Operations*

- First in-person point of contact for award-winning luxury wedding stationery brand with an annual budget of \$500K and client events with an average spend of \$1M
- Built strong relationships with customers to understand their needs and provide proactive insight
- Oversaw simultaneous projects, each with specific audiences and sets of objectives while monitoring KPIs, meeting deadlines and maintaining rigorous brand standards
- Hired, managed and mentored a 10-person team; curated a portfolio of vendors and subcontractors
- Collaborated and consulted with design, sales, marketing and product development

### krp creative

2006 - 2009

#### *Graphic Designer*

Developed and grew brand identities and user-centered online presences for start-ups, small businesses, non-profits and individuals. Executed a wide variety of projects for clients including for President Obama's inaugural festivities hosted by the Congressional Black Caucus, and Creative Direction for *Caribbean Living* magazine.

### The Denver Post

2005 - 2006

#### *Features Designer*

Attracted and engaged younger readers by introducing a more urban, creative edge to the conservative features section. Volunteered to revamp Sunday Business, traditionally a creative black hole; transformed what others considered "boring" into something visually appealing.

### Albany Times Union

2001 - 2005

#### *Design Editor*

Functioned above title as Art Director, performing and supervising digital design of print products for all internal products and publications. Contributed concepts and design work to lifestyle, food, fashion and entertainment features as well as special projects.

## AREAS OF EXPERTISE

Visual Design & Typography  
Front-End Development  
Project Management

## TECHNICAL SKILLS

Creative Creative Cloud Applications  
HTML5, CSS3, JavaScript, Wordpress  
Slack, Word, Excel, Powerpoint & Keynote

## EDUCATION

### General Assembly NYC

2016

#### *Product Management Certification*

A deep dive into whether a product is viable, desired by customers, and technically feasible while working with key stakeholders to ensure it meets both customer and business objectives.

### Continuing Education

2006 - 2008

#### *Advanced Web Design & Interactive Media*

Completed courses at the Art Institute of Colorado and Rocky Mountain College of Art & Design

### The University of Georgia

1998

#### *Bachelors of Journalism, Publication Management*

Operational skills and marketing strategies essential for successful leadership in traditional media with a focus on entrepreneurial thinking, business modelling and stakeholder management