



HEY THERE

Kelsey Collins here. A multi-disciplinary designer and lettering artist.

My current specialties range from branding & web design, to icons, illustrations and custom typography. My outside interests include calligraphy & hand-lettering, perfect pixels, travel, the never-ending search for that perfect cup o' coffee, & collecting all things vintage packaging. As a designer, I love to push beyond what is 'normal' to create something that people can build relationships with across all media outlets.

EXPERIENCE

Visual Designer, The Working Assembly | June 2015-Present

Working as a contract designer on projects for various clients. Projects range from brand and logo development, to all aspects of digital design & product creation.

The Working Assembly is a multidisciplinary creative collective based in NYC

Visual & Graphic Designer, Peatix Inc | June 2013-June 2015

Was one of two designers who worked to enhance and create digital experiences. During my time at Peatix, I completed a full redesign of the company's brand, website and mobile app, created new digital experiences, and designed marketing materials.

Peatix is a global event registration platform working to help empower event organizers.

Graphic Design Intern, MTV Scratch | Summer 2012

MTV Scratch is an agency within Viacom that defines themselves as a "Creative SWAT Team."

Graphic Design Intern, Craft Coffee | Summer 2012

Craft Coffee is an artisan-roasted-coffee subscription service.

Production Designer, RIT Production | November 2012-May 2013

Printing Assistant, Global Village Print HUB | October 2011-May 2013

EDUCATION

Rochester Institute of Technology | May 2013

College of Imaging Arts and Sciences, School of Design
BFA in Graphic Design | Minor in Marketing & Communication
3.45 Cumulative GPA, Dean's List

AFFILIATIONS AND AWARDS

Sun Products Packaging Design Competition | Patent Holder

Worked with Industrial Design and Packaging Science students to create the packaging and bottle design for a new laundry detergent refill system.

Pixie Award | Excellence in Motion Graphics | 2013

RIT SportsZone Graphics Package, & RIT Innovation Hall of Fame Graphics

Gamma Epsilon Tau | Zeta Chapter

Professional Graphics Arts Fraternity

American Institute of the Graphic Arts

RIT Chapter & Up-State New York Chapter | 2011-2013

RIT Hand Lettering Club | 2013

TECHNICAL SKILLS

Adobe Creative Suite
Illustrator
Photoshop
InDesign
After Effects (novice)
Sketch
Font Lab & Type Tool
Microsoft Office

CREATIVE SKILLS

Logos/Branding
Typography
Calligraphy
Type Design
Hand Lettering
Photography
Screen Printing
UI/UX Design
Web Design
HTML
CSS/SASS
JavaScript (Novice)
Social Branding
Brand Consulting