

# kacie a. nelson

Art Director // Graphic Designer // Photographer

## one // hello

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I'm Kacie, a well-versed designer & photographer with a serious love for creating, specifically in the fashion, beauty, and lifestyle spaces. Three words that describe my work style are communicative, efficient, and organized. I love to tackle things head on and work as part of a collaborative team to create some incredible work. I am ambitious, dedicated, a passionate hard worker, and an avid learner; type A with a splash of type B.

My passion is what drives me, and my favorite part of my job is getting to tell a compelling brand story through beautiful imagery and design. I'd love to help tell YOUR brand story.

## two // experience

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### J. McLaughlin

Senior Graphic Designer

Dec. 2020 - Present

Graphic Designer

July 2018 - Dec. 2020

- Conceptualized & designed all emails and assets for e-commerce website, as well as event invitations, window vinyls, print & digital ads, and 360° campaigns
- Assisted with photo & video art direction for catalog shoots
- Captured b-roll & supplementary imagery/videos for social media such as Instagram stories, posts, Facebook ads, etc.

### ELEMIS

Freelance Senior

Graphic Designer

March 2018 - July 2018

- Created compelling promotional campaigns for the e-commerce website, as well as digital and print advertising, and consumer emails
- Designed holiday and special occasion packaging, and other print projects including influencer mailers, & store collateral (posters, POS displays, etc.)
- Shot original imagery for web/email assets with some light retouching

### Chloe + Isabel

Freelance Graphic Designer

Nov. 2017 - Dec. 2017

- Designed digital assets for the e-commerce website and social media accounts, as well as email design for various promotional campaigns
- Post-production work on product images including light retouching

### L'Oréal USA

Freelance Graphic Designer

Feb. 2016 - Nov. 2017

- Designed print & digital collateral for essie's professional products division, including print ads, brochures, POS/POP displays, packaging, web banners, and emails

### One Kings Lane

Freelance Jr. Digital Designer

Aug. 2015 - Dec. 2015

- Designed sales event pages, product collages, and other digital assets for e-commerce website

## three // education

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University of Miami Coral Gables, FL

Bachelor of Science in Communications // Creative Advertising Major // Photography & Journalism Double Minor

## four // skills

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Adobe Creative Suite // Typography // Photography & Editing // Content Creation // Blogging // Project Management

## five // contact

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