

# kelly baumgarth

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## WORK EXPERIENCE

### COTON COLORS COMPANY

*Lead Designer*

Tallahassee, FL • August 2021–Present

The Coton Colors Company is made up by two brands - *Coton Colors by Laura Johnson* and *Happy Everything!™ by Laura Johnson*. The Coton Colors Company is a designer and manufacturer of colorful, handcrafted pottery, creative giftware and seasonal pieces designed to live life in style. Work within the Design Department to lead the design and delivery of creative: website design and online design support; email campaign marketing graphics; in-store signage; sales tools including: mailer cards, wholesale digital support graphics, wholesale email graphics; catalog and magazine designs including: visual style, product layout, page design layout. Aid in the strategy, creation and review of new product designs. Maintain visual guidelines and proper brand identity for collateral requests across the two brands. Coordinate and organize the production of collateral, manage the workload of an intermediate designer to ensure deadlines are met.

### HBO

*Junior Production Designer*

New York, NY • May 2019–August 2019

HBO is premium television entertainment company that reaches a widespread audience with their original programs. Created still image graphics used in a variety of platforms including: HBO.com and HBO's social media pages, aided in production cuts and video graphics, crafted digital sampling banners, character cuts and episode image summary showcases.

### ANTHEM WORLDWIDE

*Graphic Design Co-op, Specialty Channels*

Battle Creek, MI • August 2018–December 2018

Anthem Worldwide is a creative agency that partners with brands like Kellogg's and Mars to develop a wide portfolio, from package design to brand campaigns. Collaborated on designing hot sheets, print and web ads, new and updated packaging, convenience displays, display booths for promotional meetings, crafted physical mock-ups of packaging, participated in creative brainstorming.

### HASBRO INC.

*Graphic Design Co-op, Instructions*

Providence, RI • January 2018–April 2018

Hasbro is a global play and entertainment company that offers a variety of ways for audiences to experience its iconic brands. Apply branding guidelines in the execution of in pack instructions for a variety of Hasbro's brands, participated in preliminary brand design research, attend product photo shoots and research labs.

## EDUCATION

### UNIVERSITY OF CINCINNATI

*College of Design, Architecture, Art, and Planning*

Cincinnati, OH

Class of 2021, 3.8 GPA

Communication Design Major

Participated in the Professional Practice Program, alternating semesters of study with work in the field of graphic design.

### LOVELAND HIGH SCHOOL

Loveland, OH

Class of 2016, 4.13 GPA

Honors Diploma, Class Rank: 56/335

## HONORS

Dean's List *all semesters*, National Society of Leadership and Success, Bob Clarke Scholarship, Loveland City Arts Council Scholarship

## SKILLS

Adobe Photoshop, Illustrator, InDesign, After Effects, Premiere Pro, Audition, Invision Studio, Microsoft Excel, Word, Power Point, Basecamp, Airtable, Visual Communication, Marketing Design, Print Layout, Project Management, Photography, Videography, Illustration, Sketching