KELLY GAMACHE
Los Angeles, CA

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ART DIRECTOR & SENIOR GRAPHIC DESIGNER WITH A KNACK FOR BOLD IDEAS AND KILLER VISUALS

CAREER HIGHLIGHTS

Designed campaign for best performing Crocs Partnership of 2024 on TikTok and Instagram: Fortnite // Crocs

Partnerships team consistently highest-grossing creative team throughout the year

400,000 shares on TikTok in 24hr

Increased mobile conversion by 50% through website homepage redesign in tech company

GLOBAL CAMPAIGNS

RESULTS-DRIVEN

VISUAL STORYTELLING

TEAM LEADER

PROJECT MANAGEMENT

INDUSTRY-SPECIFIC IMPACT

10+ YEARS OF EXPERIENCE

AGENCIES & IN-HOUSE

Crocs • art director • partnerships
AUG 2022 // CURRENT

Design and build campaigns for hype and mass market collabs as part of the brand partnerships team. Extending across social, digital, app, and communications, oversaw design, concepting, photoshoot concepting and execution, while manage partners and project schedules to ensure successful project rollout.

Alpen & Glo • freelance brand designer
MAR 2021 // CURRENT

Build print and digital assets for various clients with designs in multiple languages and for various markets. Includes emails, flyers, social media assets, trade show materials, catalogs, pitch decks, and infographics to advance the brand in the global sphere. Poland Springs, Electude, Wellcome Brand, EZ Kebab Catering, and Chamberlain Coffee.

Steep Media • creative director
FEB 2020 // CURRENT

Design visual identities and social media content for businesses both small and large, using years of collective experience to design for at-home entropeneurs to global clients like Penske Media Corporation. Brand design, event and tradeshow collateral, advertising for festivals like LA3C, website redesigns, and social media content/guidance.

Be Grizzlee • freelance art director
MAY 2021 // JUL 2024

Work with brands like Apple, Adidas, and Apple TV+ to design social media assets, brand guidelines, and templates; create editorial illustrations; update brand style guides; work with localization teams; and design prepress for advertising.

Bose • art director • short-term contract
MAR 2023 // JUN 2023

Strategize and execute cohesive branding campaigns targeting Gen Z audiences for new releases, leveraging innovative design approaches. Simultaneously delivering updated files and banners for wholesale partners.

MALKA Media • brand designer
JUN 2020 // AUG 2020

Elevate visuals for soft rebrand by rebuilding styleguide and social strategy. Create print and product packaging; initiate visual/illustration style for social; design major assets for campaign launch in NYC; build UX/UI designs for website update; and manage upcoming junior designers, while interfacing with stakeholders.

Viasat Inc. • UX/UI designer
APR 2014 // MAY 2018

Developed and managed a digital pattern library, enabling seamless implementation of a CSS system by designers and developers across multiple platforms. Facilitated communication with contractors and manufacturers, enhanced user experience, coordinated interdepartmental collaboration, and oversaw digital development for international services.

PART-TIME ROLES

British Vogue • Design Intern

PMC • Freelance Designer

Photoshoot Set Assistant
- set management
- photography assistant
- styling assistant
- art direction

BRICK Magazine • Web Designer

Angie Smith Style • Styling Assistant

LOVE Magazine • Copy Assistant

Condé Nast College • Guest Lecturer

PROGRAMS // SKILLS
PHOTOSHOP, ILLUSTRATOR, INDESIGN, XD, FIGMA, AFTER EFFECTS, GENERATIVE AI, JIRA, AGILE, AIRTABLE

Visual storytelling	Cross-team comms
Brand and style guides	Global campaign design
Project management	Teambuilder
Creative/art direction	Strategic design
Photoshoot production	Social media performance

TRAINING

Professional Certification
Project Management Certificate
UX Professional Certificate

EDUCATION

certificate • streetwear brands & marketing
Parsons School of Design

MA • graphic design and creative direction
Condé Nast College of Fashion & Design

BFA • illustration
Savannah College of Art and Design