



KELLY HENDRICKS

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EDUCATION

Bachelor of Fine Arts in Graphic Design

Boise State University
Cum Laude, Dec. 2003

SKILL SET

Highly Proficient In:
Adobe Creative Suite

Strong Knowledge Of:
HTML & CSS (Bootstrap)
Drupal, WordPress,
Squarespace

REFERENCES

David Murray
(208) 340-3496
Murray.David10@gmail.com

Adam Atwood
(208) 391-1725
adam_aaa@msn.com

Sarah Fendley
(208) 407-9564
bigcityone@msn.com

EXPERIENCE

Cradlepoint, Creative Lead

JULY 2014 TO PRESENT

As the primary designer on the marketing team, my role consists heavily of web design and site maintenance in a deadline-driven, fast-paced position. I also play a significant role in product launches—from product photo shoots to creation and launch of landing pages and supporting collateral. I collaborate with team members to execute campaigns consisting of all forms of print and web material. I manage the overall quality of the brand and ensure standards are met for any creative deliverables by third-party agencies and the staff junior designer.

Kelly Hendricks Graphic Design, Owner

JUNE 2013 TO JULY 2014

I made the decision to become an independent contractor so that I could work more one-on-one with clients and to push my career in a whole new direction. The variety of projects and clients challenged me with a broader scope of creativity. My local clients included: Cradlepoint, Boise Co-Op, Big City Coffee, AMRAP Nutrition, and Vooluu.com, as well as brand development for numerous small start-up businesses.

Bodybuilding.com, Senior Graphic Designer

OCTOBER 2010 TO JUNE 2013

As part of the marketing team at Bodybuilding.com, I worked on an array of design projects including web banners, print ads, email campaigns, site design, HTML development, large format designs for booth displays, product packaging and clothing design. During my time with the company, I was promoted to Senior Designer and managed a team of four designers, reporting directly to the VP of Marketing.

Idaho Dept of Water Resources, Webmaster/Graphic Designer

NOVEMBER 2008 TO OCTOBER 2010

One of my greatest accomplishments as Webmaster for IDWR was overhauling the department's old website to the new state-mandated template. IDWR was one of the first and largest agencies to meet this requirement. Additionally, I managed a team who contributed content to the website, helping to ensure state guidelines were met and that interface remained organized and intuitive. My duties also encompassed print and other digital design, helping to create a consistent and universal identity for the agency.

Oliver Russell, Graphic & Interactive Designer

MAY 2007 TO MAY 2008

As a Graphic Designer, I worked in a team environment to formulate concepts for direct mail pieces for Hewlett-Packard, one of the company's largest clients. Other design tasks included print pieces and logos for many local clients. As Interactive Designer, I designed websites, programmed emails and created Flash interfaces. I fulfilled the role of creative lead for numerous projects, organizing team meetings and ensuring projects were on-task to meet deadline requirements.