

kelli mcadams

DESIGNER & ILLUSTRATOR

CONTACT

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SKILLS

- Graphic Design for print/web
- Illustration (multimedia)
- Digital photography
- Basic HTML/CSS
- Technical & creative writing
- Social media marketing
- Printmaking
- Bookmaking

SOFTWARE

- Adobe Photoshop
- Adobe InDesign
- Adobe Illustrator
- Audacity
- Final Cut Pro
- Microsoft Office

INTERESTS

My cat Penelope, books and all things book-related, movies, holiday decorations, desserts, nostalgia shops, NPR, raspberries, podcasts and podcasting, caffeine, miniature animal figurines, themed costume parties

PROFESSIONAL EXPERIENCE

ST. MARTIN'S PRESS • New York, NY

Designer, Creative Services, October 2015–Present

St. Martin's Press is one of the seven largest book publishers in America, releasing some 700 titles a year in a wide variety of genres—from commercial to literary fiction, from young adult lit to historical nonfiction. As a designer for the SMP Creative Services department, I work across all of SMP's imprints to create both print and digital marketing materials for our books. Responsibilities: conceptualizing visuals for large-scale marketing campaigns; designing and setting up print materials for production, including sell sheets, posters, postcards, brochures, booklets, galley editions of books (occasionally with special effects and/or packaging), and more; designing web advertisements, e-mail promotions, and social media graphics; creating illustrations for print, web, and video.

HIPPODROME STATE THEATRE • Gainesville, FL

Graphic Designer & Marketing Coordinator, August 2012–August 2015

The Hippodrome Theatre is Gainesville's leading professional mainstage theatre and independent cinema. After interning at the Hippodrome for two years, I was offered a full-time position as Graphic Designer & Marketing Coordinator. Job responsibilities included developing and designing promotional materials for the theatre and cinema (posters, brochures, rack cards, print and web ads, mailable materials, etc), managing social media, copywriting, planning and executing marketing campaigns, assisting with special events, coordinating with media and advertising sponsors, managing interns, and working on design-related side projects for other departments.

DANCE ALIVE NATIONAL BALLET • Gainesville, FL

Graphic Designer, May 2014–Present

Dance Alive is Gainesville's leading professional ballet company. Responsibilities include designing the season brochure, developing a visual identity and print materials for each of the company's ballets, and designing pamphlets for education, outreach, and development programs.

EDUCATION

UNIVERSITY OF FLORIDA, SCHOOL OF ART + ART HISTORY • Gainesville, FL

BFA in Graphic Design, Art History Minor, Dean's List (3.6 GPA), May 2014

Graphic Design at the University of Florida is a highly selective, limited-access program that emphasizes collaborative studio work, conceptual development, working with clients, and professional development.

EXHIBITIONS

LIGATURE XXII & XXIII • Gainesville, FL

The Focus Gallery at the University of Florida, February–March 2013, February–March 2014

The annual weekend-long design symposium run entirely by students featuring talks and workshops with highly recognized guest designers. Ligature XXII jurors were Matteo Bologna and Lotta Nieminen; Ligature XXIII jurors were Kate Bingaman-Burt and Frank Chimero.

JUST CATS • Gainesville, FL

The Reitz Union Gallery at the University of Florida, January–February 2013

Featuring work from nine different artists, Just Cats was an exhibition about the way people perceive cats, and in turn, the way cats perceive us. Aside from having several pieces in the show, I also played the role of organizer and team leader, which meant recruiting artists, enforcing deadlines, and overseeing the set-up of the gallery and the general production of the show.