

# KELSEY GRAFTON

From grade one, I knew I would make my living by drawing pretty pictures. At the age of seven, I won my first coloring contest on the back of an Albertson's paper bag. Even though I wrote my 7 backwards on the entry form and they thought I was only five, they still let me keep the \$5.00 prize.

## • Professional Experience:

**Graphic Artist** - St. Joseph Regional Medical Center April 08 - Present  
Design, Illustration and Photography for brochures, ads, quarterly and bi-weekly publications. Foundation event invitations, postcards, posters, flyers and online newsletters. Communicate with department heads and administration to develop and direct branding strategies and interrelated collateral. Work directly with printers to insure quality print production. Maintain workflow and deadlines.  
• PC, Adobe CS3 with Wacom Tablet and Scanner

**Graphic Artist** - Happy Day Corporation January 07 - May 08  
Illustration, graphics and marketing for 14 restaurants: menus, newspaper ads, special events, logos, banners and billboards. Full production of printing, cutting, binding, and laminating.  
• PC, Adobe CS, Xerox 3535

**Illustration/Design** - KGi Illustration & Design July 01 - Present  
Freelance Illustration, graphic design and photography. Self motivated muralist, and commissioned artist. Art direction, project lead. Ability to prioritize and meet tight deadlines while working alone or in team environments. Apply strong communication skills and business acumen to understand specific needs and preferences of each client. Consistently exceed clients' expectations. Billing, hiring, promotion.  
• Mac, PC, Adobe CS5, Wacom Tablet, Scanner, Epson 1280

## • Notable Projects:

**American Cancer Society/The Elizabeth Shop** November 09  
"I Support Healthy Hooters" T-shirt Illustration/Design.  
Purpose: raise money for breast cancer awareness.  
Design exceeded client's expectations and has earned numerous awards.  
Projected T-shirt sales: 60 shirts; Total sales: 500 and counting  
Expanded product line to include hats, mugs and travel tumblers.

**African Child Foundation, Uganda** March 04 - May 04  
Women's Empowerment Program Lead. Taught and refined marketable crafts. Successfully produced marketing packages, logo design, point of purchase displays and package design. Assisted in market research and acquisition of sustainable local and international markets for crafts, including UNICEF online store and 1000 Villages. Successfully established sustainable incomes for families who have lost their sole provider in the AIDS epidemic.

## • Skills:

Ability to successfully render a variety of styles and techniques. Reliable, deadline-oriented, self-starting thinker with a keen eye for design. Ability to communicate and develop ideas to client's unique specifications and needs. Passion to learn new techniques and styles while staying current in the evolving market. Ability to critique and receive feedback in a constructive and positive manner. Proven leadership qualities. Works well in group situations.

2D Digital Illustration with use of Wacom Tablet • Oils • Acrylic • Guash Watercolor • Oil and Chalk Pastel • Air Brush • Mold Making • Sculpting  
Theatre Set Design • Scenic Painting

Proficient in Mac and PC.  
Fluent in Adobe CS3: Photoshop, Illustrator, InDesign  
Wacom Tablet • Working knowledge of CorelDraw, Freehand  
Active pre press design and color proofing. Photography: Cannon 40D

## • Education:

Cornish College of the Arts, Seattle  
BFA - Design/Illustration - 2001  
3.8 GPA - Magna cum Laude

## • Honors and Involvements:

### 2010 Hammy Awards

GOLD: Logo Design, Eclips Salon & Wellness Center  
GOLD: Illustration, Jungle Fun Event Invitation  
SILVER: T-Shirt Design, Healthy Hooters  
SILVER: Illustration, Healthy Hooters

### 2010 Rocky Awards

SILVER: T-Shirt Design, Healthy Hooters

**2009 - 2010 Lewis-Clark Valley Ad Club** - Executive Board Member - Treasurer

**2006-2010 Lewiston Civic Theatre** - Executive Board Member - Secretary

**Cornish College of the Arts** - Presidential Scholarship - Design • Merit Award • Design  
123 Show, Best of Third Year • 2001 Student Commencement Speaker

## • Client List:

Client list and references are available upon request.

