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KELLEY OH

VISUAL DESIGNER

A creative visual designer with a demonstrated history of generating stunning graphics in the medical and biotechnology industries. Passionate about translating technology content to engaging marketing visuals. Thrive in a collaborative environment to create strategic visual content for enhanced engagement and user experience.

STRATEGIC SKILLS

- Transformation of ideas and concepts to engaging visual solutions
- Interdisciplinary marketing collaboration to create engaging visuals
- Prototyping visuals to simulate outcome
- Marketing and product driven branding through visuals
- Visual story telling with supporting narratives
- Iterative design with feedback process to achieve perfection
- Technology driven visual design
- Create designs that inspire, engage and excite customers

DESIGN SKILLS

- Precision pixel design sensibility
- Composition + typography
- Presentation design
- Perfect visual balance via systematic grids
- Comprehensive color scheme coordination
- Effective iconography
- Visual hierarchy and messaging
- Strong eye for photography
- Audio, video and motion graphics production

SOFTWARE

Adobe Photoshop	Adobe Media Encoder
Adobe InDesign	Adobe XD
Adobe Illustrator	Figma
Adobe After Effects	Sketch
Adobe Premiere Pro	Microsoft Suite

EXPERIENCE

SENIOR VISUAL DESIGNER

Cue Health | San Diego, CA | 2021 – Present

- Collaborates on brand marketing for visual corporate expressions
- Creates and manages corporate communications & presentations
- Develops visual communications for CEO & Founder
- Maintains brand and style guidelines
- Works with creative team to develop user-first design culture
- Develops e-mail mock-ups and prototypes
- Designs digital and print assets for marketing department
- Creates assets for website and app

GRAPHIC DESIGN LEAD

Glidewell Dental | Irvine, CA | 2014 – 2021

- Collaborated with cross-functional partners to develop design solutions for e-mail, websites, social media, and digital advertising
- Designed engaging, mobile-friendly e-mail marketing
- Created desktop and mobile assets for websites
- Reviewed and tests all creative site assets in partnership with web team
- Designed key art and visual graphics for websites and apps
- Provided art direction and feedback to junior designers
- Designed marketing collateral, packaging and advertisements
- Performed creative reviews to ensure branding consistency

SENIOR VISUAL DESIGNER

metrodigi | Larkspur, CA | 2013 – 2014

- Created eBooks from concept to completion for Apple's iBookstore
- Converted InDesign print documents to digital books
- Assisted Creative Director in establishing identity for branding projects
- Developed wire frame and visual designs for interactive book widgets
- Performed eBook design reviews for overall accuracy and quality control

GRAPHIC DESIGNER

Glidewell Dental | Irvine, CA | 2010 – 2013

- Created direct mail and marketing materials
- Collaborated with Creative Director to mock up projects for presentation
- Reviewed digital and printer proofs for overall accuracy
- Designed promotional collateral for events and trade shows

GRAPHIC DESIGNER

BowTie, Inc. | Irvine, CA | 2006 – 2010

- Produced layouts for international consumer and trade title magazines
- Designed online bonus materials and logos
- Created direct mail and marketing materials
- Organized photoshoots with pets, children and products

EDUCATION

Bachelor of Arts, Graphic Design | Concordia University | Irvine, CA