

# KELLIE ZAPLITNY

## EMAIL

kzaplitny@gmail.com

## MOBILE

(989) 326-1282

## PERSONAL WEBSITE

www.kelliezaplitny.com

## TECHNICAL SKILLS

Adobe InDesign  
Adobe Photoshop  
Adobe Illustrator  
Adobe Flash  
Adobe Acrobat  
Microsoft Office  
WIX  
Google Drive  
Joomla Content Management  
ACYL Mailing

## VARIOUS CLIENTS

Bailey's Irish Cream  
Benefit Twice Outlet Stores  
Brann's Steakhouse  
Business Leaders For Michigan  
Celebration Cinema  
Doorganics  
Dowagiac Dogwood Festival  
Flo's Pizzeria & Sports Bar  
Granger Construction  
Goodwill of West Michigan  
Gordon Food Service  
Holland Board of Public Works  
Independent Marketing Alliance  
OXXBOXX  
Pioneer Construction  
Reinhardt Food Service  
Reyes Beer Division  
Rocky's Bar & Grill  
San Chez Tapas Bistro  
Saugatuck Brewing Co.  
Saugatuck Center for the Arts  
Spoonlickers  
Torch Coat Heater.  
The Local Epicurean  
Trattoria Di' Stagione  
Wellspring Luthern Services  
Van Andel Global Trade Center  
Vitale's Pizza  
Young Presidents Organization

## EDUCATION

Kendall College of Art and Design; Grand Rapids, MI  
*Bachelor of Fine Arts in Graphic Design with Honors*, Dec. 2011

## INDUSTRY

- ▶ Senior Graphic Designer, **Newhall Klein**; Sept. 2017-Present  
Brand development & logo design for clients primarily focused in food & beverage, distribution, banking and sports. Web design, outdoor, package design, tradeshow and print collateral included.
- ▶ Contract Designer, **Meijer Corporate**; June 2017-Sept. 2017  
Lead creative on a special project of visual merchandising for a new Meijer store shopping experience.
- ▶ Creative Lead, **Grand Apps**; Apr. 2016-June 2017  
Fully-responsive website design and development from start to publish. Identity, branding and UX are parts of the whole that I over-see during the process. Application design and building for S&B clients.
- ▶ Graphic Designer, **Baudville Inc.**; Dec. 2014-Apr. 2016  
Logo development, corporate brand design development and maintenance, front-end website design, internal newsletter re-design, catalog layout and design, art direction, marketing copywriting, digital marketing design.
- ▶ Freelance Designer, **Zaplitny Creative**; 2011-Present  
Logo design, identity development, event posters, print and digital advertising and production.
- ▶ Visual Designer, **<engine/>**; Jan. 2013-Dec. 2014  
Front-end design of responsive websites, blogs, social media, e-newsletters, and applications, client relations.
- ▶ Graphic Designer, **REVUE Magazine**; Mar. 2012-Dec. 2014  
Editorial design, in-house promotional materials, print/digital advertisement coordination, design, dataentry and invoicing, e-newsletter production, client relations.
- ▶ Graphic Designer & Traffic Coordinator, **MiBiz**; Jan. 2012-Dec. 2015  
Editorial design, in-house promotional materials, event branding, print/digital advertisement coordination, design, data-entry and invoicing, e-newsletter production, client relations.

## ACHIEVEMENT

Baudville Illuminary Award Nomination – 2015  
KCAD President's list – 2009, 2011  
KCAD Dean's list – 2008, 2010  
KCAD Scholarship of Merit – 2007-2011  
Studio 23 Artist of Excellence Scholarship – 2007-2009