



kelly whelan heuer

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hello

I'm Kelly, a designer with ten years freelance and three years in-house and agency experience with digital, graphic, and identity design.

I've managed multi-year, multi-stakeholder projects during my day job in academia and helped launch and scale multiple small women-owned businesses in the DC area through agency work on the side.

My favorite projects sit at the interface of visual design, brand strategy, storytelling, and social action.

experience

JUN 2017 - PRESENT

Head of Curricular and Visual Design

Kennedy Institute of Ethics, Georgetown University

Lead and contribute to a variety of mission-centric initiatives at the Institute, with a special focus on novel curricula and experimental pedagogies. In particular, I work to develop ethics projects and learning experiences in Ethics Lab, an innovation lab focused on moral problems I helped co-found at Georgetown in 2013.

FEB 2014 - JUN 2017

Director of Communications

Kennedy Institute of Ethics, Georgetown University

Directed all internal and external communications and public relations. Oversaw fourfold growth in audience across social media channels, designed and launched multiple digital properties, implemented yearlong brand unification campaign, directed multi-year strategy of storytelling and visual design that exceeded donor engagement and educational enrollment goals. Managed \$75K annual marketing and communications budget, and led a team of contractors, students, and employees.

JAN 2013 - FEB 2017

Design Consultant

Mighty, LLC

Consulted on user experience design, visual design, and identity design for clients like National Geographic, the National Undergraduate Bioethics Conference, and local businesses and startups.

MAY 2013 - FEB 2014

Postdoctoral Fellow

Kennedy Institute of Ethics, Georgetown University

Coordinated the curricular development and led the visual, digital, and interaction design for Georgetown's flagship MOOC in bioethics. Designed and implemented multi-channel course communications strategy and managed live user experience for a cohort of over 25,000 students.

education

Harvard University

2007: AB, Philosophy

—*magna cum laude*

Georgetown University

2009: MA, Philosophy

2013: PhD, Philosophy

—*with distinction*

skills

PRINT DESIGN

GRAPHIC DESIGN

UX DESIGN

IDENTITY DESIGN

INTERACTION DESIGN

EVENT DESIGN

INSTALLATION DESIGN

CURRICULAR DESIGN

STORYTELLING

COPYWRITING

SOCIAL MEDIA

tools

GRAPHIC

Sketch

Adobe Suite

Omnigraffle

WEB

HTML/CSS

Wordpress

Squarespace

Zapier

SEO

PM/AGILE

Google Apps

MS Office

Basecamp

Highrise

Trello

Slack

Box

LMS

Blackboard

Canvas

edX

SOCIAL

Facebook

Twitter

Instagram

Mailchimp

Hootsuite

Buffer

METHODS

Agile

Scrum

HCD

LANGUAGES

English

Chinese (中文)

Spanish