



# 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*

I 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 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 storytelling and visual design strategy that exceeded donor engagement and educational enrollment goals. Managed \$75K annual marketing and communications budget; led, managed, and mentored multiple cross-functional teams.

JAN 2013 - FEB 2017

### Graphic & UX Designer

*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 for Instructional Design

*Kennedy Institute of Ethics, Georgetown University*

Led the visual, digital, and interaction design for Georgetown's flagship online course in bioethics on the edX platform. 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

—*phi beta kappa,  
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

Drupal

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