




# K E L S E Y B Y R

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 Greenville, SC

## EDUCATION

**Packaging Science, B.S.**  
Design and Graphics Emphasis  
Clemson University / May 2016  
Calhoun Honors College  
GPA 3.96

## SKILLS

### Professional

Branding and Identity  
Creative Direction  
Graphic Design  
Logo Design  
Packaging

### Technical

Microsoft Office ●●●●●●●●  
Adobe Illustrator ●●●●●●●●  
Adobe InDesign ●●●●●●●●  
Adobe Photoshop ●●●●●●●●  
Esko ArtiosCAD ●●●●●●●●

## ACHIEVEMENTS

Robert Testin Outstanding  
Packaging Science Senior Award  
  
2015 IoPP 48 Hour Re-Pack  
3<sup>rd</sup> Place  
  
Institute of Packaging Professionals  
Packaging Education Scholarship  
  
Paperboard Packaging Alliance  
Scholarship

## EXPERIENCE

### Freelance Designer

*Greenville, SC / Jan 2015 - Present*

Designing brand strategies and visual identity systems; Exercising graphic design, layout, and typography skills in the production of branded collateral; Developing concepts for and executing custom packaging solutions; Collecting and reporting market research data; Adapting to changing business needs while maintaining high levels of creative quality

### Creative Intern

*Spanx, Inc. / Atlanta, GA / June 2015 - Aug 2015*

Contributed to branding initiatives alongside packaging, print, catalog, and web teams to further develop Spanx's overall brand aesthetic; Supported the preliminary rebranding efforts surrounding the company's secondary brand, Assets; Conceptualized visual strategies catered to Spanx's target consumer while working cross functionally with marketing, merchandising, and product development teams; Assisted in the development and/or preparation of mock-ups, concept boards, and other presentation materials

### Package Design Co-op

*Package InSight, LLC / Greenville, SC / Jan 2015 - May 2015*

Executed a comprehensive, in-house brand extension consistent with the company's visual identity spanning multiple mediums and platforms; Established strategic and creative direction for the innovative redesign of consumer goods packaging; Managed teams and time lines while overseeing project progression from concept to completion; Facilitated communication between internal teams in order to maintain quality control and achieve client satisfaction

## ENRICHMENT

### PACK EXPO International

*Las Vegas, NV / Sept 2015; Chicago, IL / Nov 2014*

Led and managed a team of graduate students in the production of Clemson's 2,000 square foot consumer behavior research environment; Defined a physical layout conducive to showcasing novel technology and engaging trade show attendees; Developed a brand identity and corresponding visual guidelines to which all printed materials were to adhere; Designed and oversaw the installation of wall graphics, signage, furniture, and other booth components

### HOW Design Live

*Chicago, IL / May 2015*

Engaged in professional programming on the topics of leadership, creative entrepreneurship, brand management, packaging, and design