



**KELSEYCASHMAN.COM**  
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### Skills

Illustrator  
InDesign  
Photoshop  
Microsoft Office  
Illustration  
Branding  
Typography  
Advertising  
Packaging  
Hand Lettering  
Calligraphy  
Editorial

### Clients

Gap  
Delta Air Lines  
Walgreens  
Minted  
Duluth Trading Company

### Education

#### IOWA STATE UNIVERSITY

Bachelor of Fine Arts, Graphic Design  
May 2013, Ames, IA

### Design Experience

#### RILEY HAYES | DESIGNER

June 2014–February 2017, Minneapolis, MN

Began as a contract designer before being hired as a junior designer and then promoted to designer. Sole designer on Walgreens account which is one of the agency's biggest accounts. Responsible for creating their quarterly direct mail pieces. Designed integrated advertising for Delta Air Lines and Gap including print collateral, emails, billboards, and other digital assets.

#### PLANET PROPAGANDA | INTERN

June 2013–August 2013, Madison, WI

Handled multiple projects for national clients under tight deadlines. Clients include: Duluth Trading Company, Pancheros, and Polaris.

#### WINK | INTERN

June 2012–August 2012, Minneapolis, MN

Worked closely with the two principals of the firm to create logos, websites, and various other materials.

#### 8/7 CENTRAL | INTERN

May 2011–July 2011, Des Moines, IA

Collaborated alongside 3 designers to create logos, business cards, brochures, menus, and websites for a wide range of clients.

### Recognition

#### THE SHOW MN | BRONZE

March 2016, Minneapolis, MN

Received the Bronze award for Rainbow Taxi vehicle wraps at the 2016 Advertising Awards put on by AdFed of Minnesota.