

industry experience

Treadstone Funding, 2013–Present

Creative Director, 2022–Present

Fields all marketing requests from sales team, assigns to correct marketing employee.

Oversees Junior Graphic Designer and Videographer, providing creative direction and feedback to ensure all visual and video content aligns with brand standards.

Leads weekly creative team meetings to brainstorm new ideas and plan content creation.

Manages all social media accounts, including planning and scheduling posts, writing captions, designing graphics, and posting to all platforms.

Photographs and edits new employee headshots and office events.

Performs routine website maintenance including writing and formatting new blogs, adding employees to team page, updating copy, and some new webpage design.

Graphic Designer, 2013–Present

Responsible for all in-house branding and marketing including an identity update, website redesign, and designing business cards, flyers, postcards, invitations, print & web advertisements, social media posts, and more.

Communicates with print companies and other vendors to order materials.

Creates Realtor's brand identities, and designs marketing pieces.

Kari Shea Creative, Freelance Designer & Photographer, 2011–Present

Works with a wide variety of clients, ranging from local to international, including startups and small businesses, restaurants, musical artists, and individuals. Projects include logo design and brand identity development, one-off marketing pieces, hand lettered designs, book cover and layout design, social media content, photography, and videography.

work experience

Michaels, Sales/Replenishment Associate, 2008–2015

Customer service and store operations including cashiering, training new employees, leading craft demonstrations & events, evening store recovery, unloading truck, stocking, and downstocking.

education

Kendall College of Art and Design, Grand Rapids, MI, May 2013

Bachelor of Fine Arts in Graphic Design

technology/skills

Adobe Creative Cloud

InDesign, Illustrator, Photoshop, Bridge, and Lightroom
Some Rush, After Effects, and Premier Pro

Photography & Videography

Mirrorless, DSLR, and Film Cameras

Website Maintenance

Some Wordpress, Elementor, and Beaver Builder