

— industry experience

Neighborhood Loans, Brand Designer (2025–Present)

Designs custom brand identities and marketing materials for top-producing sales team members nationwide, tailoring each to reflect individual personalities and local markets while maintaining alignment with the corporate brand.

Leads creative direction and execution of branding for large-scale company events, creating cohesive visual systems across print, digital, and experiential touchpoints.

Treadstone Funding, Creative Director (2022–2025) & Graphic Designer (2013–2025)

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.

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

Manages social media and website, from strategy and creation, to publishing and maintenance.

Photographs and edits new employee headshots and office events.

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

Communicates with print companies and other vendors to order materials.

Fields all marketing requests from sales team, and leads weekly creative team meetings.

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