

# Kellie Warner

Senior Visual Designer

kelliewarner.com

kelliehwarn@gmail.com

770-265-6170

## Experience

### Roku Senior Visual Designer

April 2022 - Present

Design ad products for leading media and entertainment studios such as Disney, Hulu, Paramount, AppleTV, and more. Create fully animated ads utilizing and enhancing key art to create an engaging experience for millions of viewers. Customize static ads for both M+E and non-endemic advertising. Provide art direction as a subject matter expert in animation and visual design to both clients and team members. Prioritizing delight in advertising for Roku customers.

### GEICO Lead Graphic Designer

Oct 2018 - April 2022

Designed engaging and innovative assets that provided solutions for GEICO's advertising goals. Drove customer conversions through well-designed print, digital, and out-of-home advertisements. Performed as the lead designer for motion graphics and social media content. Created social posts using static, video, and animation methods that produced ~19% increase in engagement. Received the 2020 OOH OBIE finalist award for GEICOWeen outdoor billboards.

### Certify Global Design Manager

Feb 2018 - Oct 2018

Managed a design team of three interns while leading all business design efforts. Acted as head of marketing by establishing user experience workflow for online systems and creating all advertising assets. Designed the branding and websites for two companies under the Certify Global umbrella.

## Skills

### Visual

Design  
Typography  
Motion Graphics  
Illustration  
Animation  
Logo Design  
Branding

### Software

Illustrator  
Photoshop  
InDesign  
After Effects  
Cinema 4D  
Premier Pro  
Lightroom

### Hands-On

Printmaking  
Sketching  
Storyboarding  
Digital Painting

### Collaborative

Art Direction  
Initiatives  
Problem Solving  
Communication  
Detail-Oriented  
Self-Starter

## Education

### University of Maryland, Baltimore County Baltimore, MD

B.F.A. Design | Minor: Printmaking | Class of 2017

## Relevant Courses

### School of Motion Completed Courses

Animation Bootcamp - Summer 2019

Cinema 4D Basecamp - Fall 2020

Illustration for Motion - Summer 2021

## Achievements

### GEICOWeen Billboard Receives OBIE Finalist Award

GEICOWeen billboard design received Finalist award in OBIE 2021 OOH Awards