



KELLIE DUBOIS

Designer

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SUMMARY

Award-winning Creative Designer with 15+ years of experience leading creative teams and delivering high-impact branding, marketing, and digital design solutions. Expertise in design leadership, cross-cultural communication, and strategic storytelling. Proven track record of shaping visual identities, driving engagement, and enhancing brand recognition for global organizations. Passionate about fostering collaboration and innovation in fast-paced environments.

SKILLS & EXPERTISE

Marketing | Art Direction | Creative Strategy | UX/UI & Accessibility Design | Illustration | Motion Graphics | Project & Team Management | Diversity & Inclusion Advocacy

TECHNOLOGY & TOOLS

Adobe Creative Cloud (Photoshop, InDesign, Illustrator, After Effects, Premiere, Adobe Rush) | Figma | After Effects | Premiere | Microsoft Office | Jira | AI

RECOGNITION & AWARDS

- **ADDY Awards:** Best of Show + 7 Gold, 4 Silver (2016–2018)
- **Esprit Métis – Multiple First-Prize Awards for innovation in cultural media, design, and community impact:** Zoom D'OR (2010) | Envie d'Agir Competition (2009) | Bordeaux Innovation Associative Prize & AJC Projet Jeunes (2007)
- **Recognized for award-winning illustrations & branding** at Optym, DAI, and Esprit Métis.

LANGUAGES

English & French (Fluent) | Spanish (Basic) | Self-learning Hindi, Portuguese & Japanese

WORK EXPERIENCE

DAI | Art Director | Creative Team Lead

2019 – Present | International Development, (Bethesda, Maryland, Hybrid)

- Redesigned DAI's brand identity, developing new visual guidelines and boosting brand recognition by 40% in 12 months.
- Developed branding guidelines adopted by 5000+ stakeholders, reducing project turnaround by 30%. Designed a scalable template system empowering non-designers, streamlining workflows, and automating creative processes.
- Expanded the Power of Design Engage Community, reaching 179+ members and hosting record-breaking Creative Team Office Hours with 479 attendees.
- Mentored eight junior designers and conducted training sessions in Adobe Creative Suite and accessibility best practices.
- Drove 150+ design projects annually, ensuring 95% on-time delivery while maintaining brand consistency.
- Contributed to a two-year Knowledge Management Hub project, supervising UI/UX design implementation.

Optym | Senior Graphic Designer – Marketing Team Lead

2014 – 2018 | Tech & Software (Gainesville, Florida)

- Led a multidisciplinary creative team, delivering high-impact designs for marketing and branding.
- Directed art direction for international conferences with 200+ corporate executives (FedEx, UPS, Emirates, American Airlines), boosting brand visibility and driving a 25% rise in partnership inquiries.
- Designed a 30,000 sq. ft. headquarters mural art in Armenia and India, enhancing brand culture. Spearheaded office branding, leading to an 82% employee satisfaction rate on workplace design.
- Created award-winning illustrations, marketing assets. Led project management for up to five global initiatives, ensuring brand consistency.

Esprit Métis | CEO & Art Director

2006 – 2014 | Publication (Bordeaux, France)

- Built and managed a diverse, multidisciplinary team of 50+ creatives.
- Led cross-platform storytelling, including a podcast, events, and social campaigns.
- Attracted the necessary financial resources from a broad array of sponsors.
- Established partnerships with government officials (French Minister, American Consul), Grammy Award-nominated artists, and cultural organizations.

Cdiscount.com | #1 e-commerce retailer in France | Graphic Designer

2010 – 2013 | In-House Creative Department (Bordeaux, France)

- Designed homepage visuals and marketing materials for one of France's largest online retailers.
- Created newsletters and digital ads, contributing to a 10% increase in email engagement rates.

EDUCATION & CERTIFICATIONS

- **Design Leadership Certificate,** 2022 – Echos Desirable Futures Lab (USA, Remote)
- **Master Degree of Visual Communication Design, Animation and Multimedia,** 2010 – E.C.V. Creative Schools and Community (Bordeaux, France)
- **Bachelor of Arts – Fine Art,** 2006 – University of Bordeaux, (Bordeaux, France)