

Kelsey Nusbaum

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About.

Hello! I am a multidisciplinary graphic designer with experience spanning editorial, marketing, and brand design. I am skilled in leading creative projects from concept to production, mentoring designers, and delivering cohesive visual systems across print and digital platforms. I bring a strong eye for detail and storytelling developed through years of collaboration in both fast-paced newsroom and tech environments.

Education.

Communication Design AAS, 2014
Fashion Institute of Technology

Graphic Design BFA, 2016
Fashion Institute of Technology

Skills.

Adobe Creative Suite (Illustrator, InDesign, Photoshop, Lightroom, After Effects)

Figma

Procreate

G-Suite

Time management

Communication

Art direction

Project management

Dec 2018-Present

Experience.

Senior Graphic Designer Via Transportation

- Lead design for partner marketing initiatives, including ads for social campaigns, website landing pages, sales decks, OOH Campaigns, and other marketing collateral.
- Design and prepare booth artwork for events and conferences.
- Develop and maintain scalable templates for marketing assets to ensure brand consistency.
- Collaborate effectively with cross-functional teams.
- Train, mentor, and manage freelance and junior designers; conduct candidate interviews during hiring processes.
- Oversee project management for both personal workloads and external design contributors.
- Apply extensive knowledge of the print production process to ensure quality and accuracy.
- Design long-form reports for both print and digital distribution.
- Create intermediate-level motion graphics using Adobe After Effects.
- Illustrate in a range of styles, while maintaining brand consistency.
- Photograph and retouch photography for partner service launch events.

Jan 2018-Nov 2018

Freelance Designer Hearst Lifestyle Group

- Designed editorial layouts for Good Housekeeping, Redbook, Women's Day, and Prevention magazines.
- Conducted photo research and collaborated with editors and art directors to maintain brand and visual standards.
- Commissioned and art-directed illustrators, managing budgets and creative direction.
- Assisted with concept development for photoshoots.

Sept 2016 - Feb 2017

Associate Designer Women's Wear Daily (WWD)

- Designed front-of-book layouts for the weekly magazine in a fast-paced newsroom environment.
- Commissioned and art-directed illustrators to support editorial features.
- Managed and submitted entries for the Society of Publication Designers (SPD) Awards.