



Kelly McWhinnie.

Senior Designer.

Helping brands communicate clearly through thoughtful, engaging design that people *want to engage with*.

Experienced across digital, social, print, marketing communications, campaigns and brand identity, with a background spanning fast-paced agencies and in-house teams.

I combine creative thinking with practical problem-solving to turn ideas into effective design across multiple channels.

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CORE STRENGTHS

- Creative Concept Development
- Brand Communication
- Digital & Print Design
- Website Design
- Packaging & POS
- Creative Problem-Solving
- Brand Consistency
- Stakeholder Collaboration
- Project & Workflow Management

SOFTWARE

- InDesign — Photoshop — Illustrator — After Effects
- Acrobat — Figma — Sketch — Canva

QUALIFICATIONS / TRAINING

- 2025 Adobe After Effects (*Udemy*)
- 2024 MFA Digital Foundations Certificate I & II
Social Media Marketing (EE)
- 2023 FIGMA (*Udemy*)
- 2021 Sketch (*Sketchmaster certificate*)
- 2016 Facebook Marketing
- 2006 Dreamweaver (*Natcoll (YOOBEE)*)
- 2001 **DIPLOMA in Graphic Design** (*Natcoll (YOOBEE)*)

CONNECT
WITH ME



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PROFESSIONAL EXPERIENCE >

PROFESSIONAL EXPERIENCE

2024 - PRESENT

RADIANT HEALTH (INOVA PHARMACEUTICALS) **SENIOR DESIGNER**

As the sole in-house designer, I support a portfolio of established consumer healthcare brands sold through pharmacy and retail channels. Collaborating with brand managers, key account managers and the sales team, I turn ideas into engaging design across digital, print and retail environments.

- Develop creative concepts and design marketing assets across digital advertising, television (Ads on Pause), EDMs, social media, websites, packaging, POS material, retail displays, print collateral and sales resources.
- Collaborate with brand managers to understand campaign objectives, develop creative concepts and deliver engaging design solutions that meet commercial goals.
- Manage the end-to-end creative process, balancing multiple projects, competing priorities and stakeholder expectations while delivering work to tight deadlines.
- Maintain and strengthen brand consistency across a portfolio of consumer healthcare brands through clear, engaging and effective visual communication.
- Introduce greater structure and efficiency to creative workflows, helping streamline processes and improve the delivery of creative projects.
- Manage external freelance designers by allocating work, providing feedback and reviewing creative to ensure quality and consistency.
- Continuing to build capability in motion graphics to support the growing demand for animated digital content and campaign communications.

2021 - 2023

ESSENCE - THE HEALTH AGENCY **SENIOR DESIGNER**

As a graphic designer within a specialist medical communications agency, I worked with account managers and medical writers to create engaging visual communications for pharmaceutical and healthcare brands. Working across multiple projects simultaneously, I translated complex medical and scientific information into clear, accessible creative for healthcare professionals, patients and consumers across a range of therapeutic areas, including oncology, women's health, men's health, diabetes and aesthetic medicine.

- Developed creative concepts and designed assets across digital, print and interactive channels for pharmaceutical and healthcare clients.
- Translated complex medical and scientific content into engaging visual communication while maintaining accuracy and compliance with industry regulations.
- Designed a broad range of educational materials, including detail aids, interactive PDFs, eDMs, websites, digital advertising, presentations and infographics.
- Collaborated with account managers and medical writers to interpret briefs, develop creative solutions and deliver work that supported client communication objectives.
- Managed multiple client projects simultaneously, balancing changing priorities and tight deadlines within a fast-paced agency environment.
- Reviewed and quality-checked artwork from freelance designers and colleagues, ensuring creative excellence, consistency and accuracy.
- Maintained brand consistency while adapting creative for different audiences, communication channels and therapeutic areas.
- Presented creative concepts internally, responded to feedback and refined designs to achieve high-quality outcomes.

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READ
ABOUT
ME

PROFESSIONAL EXPERIENCE

2016 - 2020

FCB AOTEAROA (RETAIL STUDIO)

DESIGNER/ARTWORKER & TEAM LEADER

Progressing into a leadership role within FCB's Retail Studio, I worked predominantly on the MITRE 10 account, with additional work across Noel Leeming, producing high-volume retail print and digital retail assets in a fast-paced agency environment. Alongside my design and artwork responsibilities, I coordinated workflow, mentored and led junior team members and became a trusted guardian of brand standards and creative quality.

- Produced artwork and design for a wide range of retail assets, including catalogues, product mailers, large-format billboards, point-of-sale material, press advertising and digital artwork.
- Coordinated workflow and allocated work across the team.
- Mentored and supported junior Mac operators, providing guidance on artwork standards, workflows and brand requirements.
- Worked closely with account managers and art directors to interpret briefs and deliver accurate, on-brand creative assets.
- Reviewed artwork from junior team members and freelance designers, ensuring quality, consistency and brand compliance before work was presented to clients.
- Developed extensive knowledge of the MITRE 10 brand, becoming recognised internally as the "MITRE 10 Brand Champion" for consistently maintaining brand integrity and creative quality.
- Managed multiple concurrent projects while maintaining exceptional attention to detail in a high-volume, deadline-driven studio.

2013 - 2016

FREELANCER

DESIGNER/ARTWORKER

Worked across a range of Auckland-based creative agencies, quickly adapting to different teams, workflows and client requirements. Delivered print and digital artwork while building a reputation for reliability, flexibility and the ability to integrate seamlessly into fast-paced studio environments. This experience led to a permanent position with FCB Aotearoa.

2006 - 2013

INDIGOBLU (AUSTRALIA)

DESIGNER

Worked within a small creative studio delivering branding, print, website and marketing collateral for Australian and international clients. Responsibilities extended beyond design to include client liaison, quoting, briefing and creative direction, providing broad commercial experience across the design process.

Key clients included: James Hardie (Australia, USA & Philippines), JAX Tyres, Parramatta Park Trust and Freedom Motors Australia.

2002 - 2006

DESIGN COM — SNAP PRINTING — PAGEWORKS

DESIGNER & MAC OPERATOR

Built a strong foundation in graphic design and print production across packaging, branding, large-format graphics and commercial print. Developed expertise in artwork, pre-press and production processes while creating packaging, POS material, logos, brand identities, vehicle graphics and trade show displays.

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THANK YOU!