

ARTFULLY **km.**

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LinkedIn

Kelly McWhinnie.

UX & Graphic Designer.

My passion lies in the psychology of design and user experience.

A strong focus on user-centered design principles and a keen eye for aesthetics, I am dedicated to creating designs that not only captivate the audience but also provide them with intuitive and engaging information.

[view portfolio here](#)

SKILLS / SOFTWARE

UX theory | Web/digital design | Print | Social media
Layout | Branding | Communication | Leadership

InDesign | Photoshop | Illustrator | Acrobat
FIGMA | Sketch | Canva | Adobe Express

QUALIFICATIONS / TRAINING

- 2024 MFA Digital Foundations Certificate I & II
- 2023 FIGMA (*Udemy*) | ChatGPT prompting (*Udemy*)
AI (*in the design space*) | Social Media Marketing
- 2022 Canva
- 2021 Sketch (*Sketchmaster certificate*)
- 2016 Facebook Marketing
- 2006 Dreamweaver
(*Natcoll (YOOBEE)*)
- 2001 **DIPLOMA in Graphic Design**
(*Natcoll (YOOBEE)*)

REFERENCES

ESSENCE - Kristen Marks
Former GM / Strategist
021 737 428 | kristen.j.marks@gmail.com

ESSENCE - Dave Hutchens
Former Senior Account Director
027 499 1825 | dave@essenceagency.co.nz

FCB AOTEAROA - Simon Pengelly
Former Studio Manager
021 722 740

WORK HISTORY & HIGHLIGHTS >



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WORK HISTORY & HIGHLIGHTS

CURRENT **RADIANT HEALTH (INOVA PHARMACEUTICALS)**
2024 *SENIOR DESIGNER*

2021 **ESSENCE - THE HEALTH AGENCY**
TO 2023 *SENIOR DESIGNER*

During my time at Essence, I had the privilege of working in the dynamic field of medical advertising, where I designed for both healthcare professionals (HCPs) and consumers.

My project responsibilities were incredibly wide - website design with a strong emphasis on user experience (UX), email marketing campaigns, interactive documents, digital banners, print adverts, advertorials, leave-behinds, posters, and everything in between. Additionally, at times I would present these designs to clients.

This role demanded a keen sensitivity to the target audience, as we often needed to adapt our designs to meet specific health considerations. For instance, when creating materials for the elderly with poor vision, our designs were tailored to ensure optimal accessibility and comprehension. This role was an exciting blend of creativity and precision, where I could make a meaningful impact on healthcare communication.

2016 **FCB AOTEAROA (RETAIL STUDIO)**
TO 2020 *DESIGN/ARTWORK & TEAM LEADER*

The opportunity to step up as team leader within the retail studio was the highlight of this position. This included workload distribution, guiding and mentoring a team of junior mac operators, and managing projects with tight deadlines and stringent protocols for work structure and client branding. Focusing predominantly on MITRE10 really had me hone in on brand guidelines - I was proud to be referred to as the 'MITRE10 Brand Champion'.

An incredibly fast-paced role, juggling multiple projects concurrently, primarily focused on printed product mailers, large scale billboards and digital flat art. Collaborating closely with account managers and art directors, it was an all-encompassing role.

2013 **FREELANCE**
TO 2016 *DESIGNER & ARTWORKER*

Freelancing across Auckland agencies demanded adaptability, applying my existing skills and swiftly acquiring new one's aligning with each studio's unique workflow.

This dynamic environment required me to hit the ground running, enabling me to collaborate with a diverse range of people and projects. Eventually, my freelance journey came to an end when FCB AOTEAROA extended a permanent role, marking a significant milestone in my career.

2006 **INDIGOBLU (AUSTRALIA)**
TO 2013 *DESIGNER*

At Indigoblu, I delved into web design with Dreamweaver, while honing my graphic design skills. Working in a small business entailed a multifaceted role involving client interactions, briefings, quoting, art direction, and interviews. Clients being mainly James Hardie AU / USA / Philippines, JAX Tyres, Parramatta Park Trust & Freedom Motors Australia.

2002 **DESIGN COM | SNAP PRINTING | PAGWORKS**
TO 2006 *DESIGNER & MAC OP ROLES*

Design Com was the specialist in high-quality packaging and label design for food products in major New Zealand supermarkets. In addition to producing printed supporting materials, I specialized in the creation of large-scale items, including artwork for truck curtains and trade show setups.

At Snap Printing, my primary focus revolved around designing and delivering logos and brand identities. And finally, Pageworks is where my journey started - I gained a strong foundation in print production and management, including film production.

[view portfolio here](#)