



**MICHAELIA  
KELLEY**

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## *Capabilities*

Thinks creatively – developing, designing, creating, including artistic contributions  
// Adobe Creative Suite 4 (Photoshop, Illustrator, InDesign, Dreamweaver, ImageReady)  
// Art Direction  
// Flash animation and basic ActionScript coding  
// Web Development (CSS/HTML/XHTML)

## *Experience*

### **DESIGNER / ART DIRECTOR – DIGITAS HEALTH LONDON**

August 2009 – Present // London, UK

- Provided strategic design of B2B & B2C interactive experiences for pharmaceutical products
- Art direction from conception to production on various e-Details
- Clients included MSD, univadis, Bayer Healthcare

### **DESIGNER – DIGITAS LONDON**

January 2009 – Present // London, UK

- Designed look and feel for German Ariel Actilift product website
- Designer on clients including Shell, Vauxhall, Oral-B and Ariel laundry detergent
- Provided design support for PGA European Tour pitch work

### **FREELANCE WEB DESIGN**

September 2008 – January 2009 // Chicago, IL

- Organized and created exhibition archive site for Columbia College's [C]Spaces
- Contributed to detail design of Columbia College's Student Organization sites

### **INTERN (DESIGN / CREATIVE) – DIGITAS LONDON**

February – August 2008 // London, UK

- Designer on 2 website redesigns for large UK companies (HomeServe, GAME.co.uk)
- Provided senior designers and art directors with design support and concepting
- Collaborated on a variety of clients (Ericsson, Lloyds TSB, Delta, Nakheel.com)
- Attended client meetings while serving the role of a junior designer

### **DESIGNER – COLUMBIA COLLEGE CHICAGO**

September 2006 – December 2007 // Chicago, IL

- Responsible for creating media (online and offline) assets for the department for promotion

### **MARKETING ASSISTANT – KALAMAZOO INSTITUTE OF ARTS**

May – August 2005 // Kalamazoo, MI

- Created promotional pieces for the Dale Chihuly's Chihuly in Kalamazoo exhibit
- Helped develop promotional plans and pieces for children's exhibits

## *Education*

Columbia College Chicago // Bachelor of Arts Degree · Interactive Arts + Media