

# Genevieve Kelly

DESIGNER + ILLUSTRATOR

77 Ashdale Crescent  
Timberlea, Nova Scotia,  
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[genevieve@rareandwelldone.com](mailto:genevieve@rareandwelldone.com)

[www.rareandwelldone.com](http://www.rareandwelldone.com)

## SKILLS - MAC / PC

Photoshop  
Illustrator  
Dreamweaver  
Fireworks  
Power Point

HTML, XHTML  
CSS  
InDesign  
Flash

## WORK EXPERIENCE

### **Nicom Interactive** [www.nicominteractive.com](http://www.nicominteractive.com)

2008-09: Interface Designer

- Website design, print (business cards, newsletters, mail-outs), online applications design, identity, logos, tradeshow design, illustration, power point presentations and email templates.

### **Freelance**

2008

- Identity design for web, print and online applications, banner ads, logos, posters, illustrations and email templates.
- Clients include Super Spellers (CBC Television - Fall '08), Halifax Film and The Coast.

### **Rare Method Interactive** [www.raremethod.com](http://www.raremethod.com)

2006: Creative - Digital Media

- Designed web sites, banner ads, Flash headers, email templates
- Illustration - Digital and Traditional
- Information architecture and wireframes
- Poster design
- Clients include The Glenbow museum, Silvertip Resorts, Moxie's Restaurant and Interalia

### **Government of British Columbia** - Legal Services Society

2005 - 06: Graphic Designer

- Website Design
- Information architecture and wireframes
- Coded CSS websites to W3C standards

### **Blast Radius** [www.blastradius.com](http://www.blastradius.com)

2005: Designer (Contract)

- Designed graphics and layouts for websites, intranet interfaces, banner advertisements and email promotions while adhering to style guides for global brands such as DIRECTV, EA (NBA Live, Madden and Sports) Nike and AOL. Created print graphics for CDs, XMetal application splash screens and promotional cards as well as power point presentations for client pitches.

### **Adbusters Magazine** [www.adbusters.org](http://www.adbusters.org)

2003 - 2005: Web Designer

- Art direction and design production for websites
- Coded sites using XHTML and CSS to W3C standards
- Updated sites using SSI and Content Management Systems (Mambo,

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Nucleus)

- Optimized websites for search engine ranking
- Oversaw work of assistant designer to maintain consistency and quality

**Indesigns: Internet and New Media Consultants** [www.indesigns.ca](http://www.indesigns.ca)

2003: Web Designer

- Interface design and coding using Flash, HTML and DHTML for static, dynamic and e-commerce sites
- Designed and implemented motion graphics for Flash banners and navigation
- Designed e-mail promotions

## EDUCATION

### 2002 New Media Diploma:

Computer Master: Institute of New Media and Internet Technology

- Internet Site Design Certificate- Honors
- Web Development Certificate- Honors
- Multimedia Development Certificate- Honors

### 1998 B.F.A (Bachelor of Fine Arts)

University of Saskatchewan

- Major in drawing with a minor in photography
- Graduated with Honors and Great Distinction