

KELSEY SULLIVAN

Brand & Web Designer and Creative Director

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CAREER SUMMARY

I'm a creative director, designer, and problem-solver with seven years of experience scaling brands through thoughtful strategy and high-impact design. At Spiffy, I helped scale the brand from \$1M to \$70M+ in annual revenue by shaping brand strategy, scaling marketing design systems, and leading product launches that supported acquisition, retention, and investor engagement. I thrive at the intersection of design, strategy, and innovation—building and leading creative teams, mentoring designers, and collaborating closely with marketing, product, and engineering to deliver work that's cohesive, results-driven, and built to last.

EXPERTISE

Creative Strategy | Brand Development | Project Management | UI/UX Design | Data-Driven Design | Digital & Print Design | Visual Storytelling | Branding & Identity | Graphic Design | Typography | Logo Design | Design Thinking | Integrated Marketing Campaigns | Social Media Marketing | User-Centric Design | Digital & Physical Advertising | Creative Conception & Execution | AI Tools in Design Processes | Team Leadership | Mood Boards

TECHNICAL SKILLS

Art Direction | Adobe Creative Suite (After Effects, Photoshop, Illustrator, InDesign, XD) | Figma | Web Design & Performance Optimization | HTML/CSS | PowerPoint | WordPress | Generative AI Tools | Google Analytics | SEO Optimization | A/B Testing | HubSpot CMS | WordPress | Web Performance Optimization | Photography | Photo Editing

PROFESSIONAL EXPERIENCE

CREATIVE DIRECTOR | Spiffy On-Demand Car Care | Durham, NC

2024 – Present

- Played a key role in scaling Spiffy from \$1M to \$70M+ in annual revenue by leading brand strategy and creative systems across six business verticals—including B2C, B2B, SaaS products, automotive devices, odor elimination, and tire care—fueling product launches, digital acquisition, and investor engagement through cohesive, high-impact design
- Led the NuVinAir acquisition campaign across 10 major platforms, developing and executing a seamless brand transition that reinforced Spiffy's industry leadership, ensured service continuity, and accelerated customer adoption
- Mentored and led junior designers, supporting their growth from entry-level to senior roles through structured guidance, feedback, and development planning
- Created and continue to evolve the Digital Servicing brand and visual identity—including logo design, web presence, marketing collateral, sales assets, and booth design—to ensure a cohesive and adaptable brand experience
- Directed cross-functional creative projects, managing a team of five marketers to develop integrated campaigns across six business lines
- Oversaw design and production of trade show materials, ensuring consistent brand expression for an audience of 22,000+ at NADA 2025
- Launched Easy Tread with a comprehensive creative campaign—including logo design, product photography, web design, and investor-facing assets—that captured media attention and reinforced brand innovation

CREATIVE DESIGN MANAGER AND DESIGNER

2022 – 2024

- Led a fast-turnaround B2B fleet campaign tied to a West Coast event, driving engagement and generating \$40,000 in revenue within two weeks
- Directed brand development and multi-channel marketing campaigns, leading a team of marketers to execute cohesive storytelling across web, email, digital ads, print, and copywriting
- Focused on high-impact design solutions that increased user engagement and aligned with strategic goals
- Introduced weekly 1:1s and creative development plans to give designers personalized support, focusing on building their confidence, refining their skills, and creating a collaborative team environment
- Led the Smart Tumbler V2 product relaunch, developing and executing integrated digital campaigns—including PPC, social, email marketing, digital ads, web design, and campaign creative—that drove market adoption and directly contributed to acquiring a key competitor
- Led the Series C funding announcement campaign, creating digital assets to communicate company growth to 10 investors and media outlets

SENIOR GRAPHIC DESIGNER

2020 – 2022

- Boosted website traffic by 30% through SEO-driven content updates and lead-generating downloadable resources
- Crafted visually compelling graphics, illustrations, and layouts for marketing materials, packaging, websites, packaging, and product documentation
- Managed brand consistency and ensured design alignment with 6 new products by leading the evolution of the visual identity
- Hired, mentored, and developed a team of designers, providing strategic guidance and hands-on training to support them from entry-level to mid-level roles, fostering a culture of growth and collaboration
- Implemented a digital asset management (DAM) and templating system, reducing marketing material turnaround by 30% and ensuring brand consistency across 45 locations for franchisees and corporate teams
- Led the design of Spiffy's Series B funding campaign and a subsequent momentum campaign, crafting digital assets and visuals that communicated growth milestones
- Developed website interfaces and UI/UX elements for Spiffy's e-commerce platforms, improving user experience and supporting new product rollouts
- Managed the design and production of trade show materials and print collateral, ensuring cohesive representation of Spiffy's brand and the targeted audience

GRAPHIC DESIGNER AND WEBSITE MANAGER

2018 – 2020

- Established a standard brand style guide for the company, ensuring brand-consistent element usage and guidelines across 20+ applications
- Built, updated, and maintained campaign specific landing pages on HubSpot utilizing HTML/CSS
- Managed and optimized the marketing website on HubSpot, implementing 100+ updates using HTML/CSS to improve functionality, UX, and performance
- Developed and executed integrated marketing campaigns aligned with monthly promotions, ensuring brand consistency and supporting revenue goals
- Led the planning, curation, and execution of monthly brand and campaign photoshoots, overseeing digital asset production to enhance marketing effectiveness
- Collaborated with software developers to enhance UI experiences in mobile applications, ensuring consistent and user-friendly interface
- Selected and managed vendor relationships for marketing materials, monitoring pre- and post-production quality, and processing vendor invoices

EARLIER EXPERIENCE HIGHLIGHTS

Earlier positions include Typeset Computer Design Associate, Art Museum Associate, and Graphic Design Intern at organizations including FilePoint, Covington Art Museum, Miss P Design, and CAM Raleigh.

EDUCATION

Bachelor of Fine Arts Degree | Graphic Design | Radford University | Radford, VA

2018