

KELSEY SULLIVAN

Brand & Web Designer and Creative Director

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CAREER SUMMARY

Creative leader, designer, and problem-solver with 7+ years of experience evolving visual identities, managing design teams, and delivering executive-level creative across digital, print, events, and presentations. At Spiffy, I helped scale the company from \$1M to \$70M+ ARR by playing a key role in brand refresh initiatives, developing scalable design systems, and collaborating with executives to produce high-impact presentations, investor communications, and campaign assets. Skilled at mentoring designers and managing freelance contributors, I balance creative direction with hands-on execution to ensure consistency, quality, and innovation across all channels.

EXPERTISE

Brand Refresh & Guideline Development | Creative Direction | Executive & Investor Presentations | Event Branding & Collateral | Multi-Channel Campaigns | Social Media & Email Marketing | Visual Storytelling | Typography & Logo Design | Digital & Print Design | Web Design | Design Systems & Templating | Team Leadership & Mentorship | AI Tools in Design Processes

TECHNICAL SKILLS

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

PROFESSIONAL EXPERIENCE

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

2024 – Present

- Spearheaded a full go-to-market brand refresh for Spiffy's SaaS line (Digital Servicing), delivering the logo, guidelines, scalable design systems, and event branding in 90 days, showcased at NADA 2025 (22K+ attendees).
- Developed executive presentation frameworks and investor decks, enabling leadership to clearly communicate corporate growth initiatives.
- Provided creative direction and brand oversight across six business verticals, ensuring consistency in digital, print, web, and event collateral.
- Managed and mentored a three-person design team; collaborated with and directed freelance contributors for campaigns and product launches.
- Led creative direction for product launches such as Easy Tread, integrating brand identity, product photography, website, and investor-facing assets.
- Partnered with executive leadership, marketing, and product to align business goals with compelling design storytelling.

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 and 20 new leads within two weeks.
- Directed brand development and executed integrated campaigns across web, email, paid ads, and print, driving measurable growth.
- Designed executive-level assets, including funding announcement campaigns (Series C), investor decks, and media-facing presentations.
- Oversaw design reviews, quality control, and workflows for high-turnaround campaigns; introduced asset libraries and templates for efficiency.
- Managed same-day creative for fast-moving campaigns and ensured brand consistency across B2B initiatives.
- Relaunched Smart Tumbler V2 with an integrated campaign that contributed directly to acquiring a competitor.

SENIOR GRAPHIC DESIGNER

2020 – 2022

- Established and maintained a digital asset management (DAM) system and customizable templates, reducing turnaround time by 30% and ensuring brand consistency across 45 franchise locations.
- Designed and produced executive presentations and investor materials for Series B funding and momentum campaigns.
- Led brand evolution across 6 new products, ensuring design consistency and alignment with the visual identity.

- Led the design of multi-channel collateral, including trade show booths, event branding, and product packaging.
- Mentored junior designers, providing hands-on training and creative guidance.
- Developed UI/UX design elements for Spiffy's e-commerce platforms, enhancing visual storytelling and user experience during product rollouts.
- Boosted website traffic by 30% through SEO-driven content updates and lead-generating downloadable resources.

GRAPHIC DESIGNER AND WEBSITE MANAGER

2018 – 2020

- Established the company's first brand style guide, codifying standards across applications and markets to ensure consistent use of brand elements.
- Directed vendor relationships for print and digital materials, ensuring on-brand execution, quality control, and cost efficiency across campaigns.
- Developed and executed integrated marketing campaigns across digital, social, and email channels, driving customer acquisition and recurring revenue growth.
- Led the planning, curation, and execution of monthly brand and campaign photoshoots, overseeing digital asset production to enhance marketing effectiveness.
- Managed and optimized the HubSpot-hosted website, implementing 100+ updates to improve functionality, UX, and brand consistency.
- Built and maintained campaign-specific landing pages on HubSpot with HTML/CSS.
- Collaborated with software developers to refine UI experiences in mobile applications, ensuring a consistent and user-friendly interface.

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