



KELSIE RING

Minneapolis - St. Paul Metro | Remote • Hybrid • Freelance
ringkelsie@yahoo.com | 515.326.0725 | kelsiering.com

SENIOR GRAPHIC DESIGNER

Senior Graphic Designer with 10+ years of experience delivering high-impact visual solutions across retail, corporate, and agency environments. Expertise in multi-channel campaign development, motion graphics, and scalable brand systems supporting national brands. Proven ability to collaborate with cross-functional teams to create consistent, engaging design across print, digital, and in-store experiences. Relocating to Minnesota and seeking freelance or hybrid opportunities within in-house creative teams or agencies.

- Brand Identity & Visual Systems
- Retail & In-Store Marketing Design
- Integrated Campaign Development (Print & Digital)
- Motion Graphics & Animation
- High-Volume Production Design
- UX/UI & User-Centered Design
- Social Media & Digital Content
- Typography & Layout Design
- Creative Strategy & Art Direction
- Cross-Functional Collaboration

TECHNICAL SKILLS

- Adobe Creative Suite (Illustrator, Photoshop, InDesign, After Effects, Firefly,)
- Unity (3D & Interactive Design)
- Microsoft Office (PowerPoint, Excel, Word)
- Project Management software (Monday.com, Trello, Jira, Divinci, Webex, Slack, Teams)
- Figma
- ChatGPT, Copilot, Firefly

PROFESSIONAL EXPERIENCE

ITA Group, West Des Moines, IA - /Relocation to MN

2022 - 2026

Sr. Graphic Designer

- Design high-impact client proposals and pitch decks supporting business development and revenue growth
- Develop integrated marketing campaigns across digital, print, and experiential channels
- Collaborate with marketing, sales, and production teams to deliver cohesive brand storytelling
- Produce high-quality creative assets in a fast-paced, deadline-driven environment

Prairie Meadows, Casino & Racetrack, Altoona, IA

2022 - 2022

Sr. Graphic Designer

- Led design of promotional campaigns to drive customer engagement and event attendance
- Designed and produced a monthly magazine, managing layout, typography, and visual storytelling
- Created cohesive branding across print materials, signage, and on-site displays

Hy-Vee Inc., West Des Moines, IA

2018 - 2022

Graphic Designer

- Designed and scaled marketing assets for 200+ retail locations across multiple regions
- Developed in-store signage, promotional campaigns, vehicle wraps, and digital content
- Maintained brand consistency across high-volume production environments
- Partnered with marketing teams on seasonal campaigns and product promotions

Delta Design, Des Moines, IA

2017 - 2018

Graphic Designer

- Created branding and marketing collateral for clients, including Principal Financial Group, ARAG, and Ellingson
- Designed logos, packaging, brochures, presentations, and animations
- Collaborated with creative teams to deliver strategic design solutions

EDUCATION & CERTIFICATIONS

- Bachelor of Arts in Graphic Design — Grand View University
- User Experience (UX) Certification
- Game Design & Animation — Academy of Art University