



KELLY CLAWSON

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EDUCATION

Temple University, Philadelphia, PA
Bachelor of Arts in Advertising, Art Direction
Expected Graduation: December 2013
GPA: 3.89, Dean's List: 2009 - Fall 2012

Tyler School of Art, Philadelphia, PA
Bachelor of Arts in Visual Studies

COURSEWORK

Art Direction I and II	Digital Imaging Studio
Interactive Media (UX)	Book Structures
Intro HTML5 & CSS3	Silkscreen Printmaking

SKILLS

Proficient in Adobe Photoshop, Illustrator and InDesign
Experience with HTML5 / CSS3, Wordpress, and cross-browser compatibility

EXPERIENCE

DESIGN INTERN

O3 World, Philadelphia, PA
December 2013 – Present

Work side by side with lead designer and design team to assist with client and in-house design. Create original web icons, illustrations, page style guides and edit website-specific photos and images. Design and develop personal project website from start to finish.

WEB DESIGN INTERN

Two Paperdolls, Wayne, PA
June 2012 – August 2012

Designed and developed engaging content pages and functional website designs for new and existing brands. Created sitemaps, wireframes and moodboards in pre-design phase. Performed web updates and maintenance, and contributed to web-based applications.

UX & UI DESIGN INTERN

New-York Historical Society, New York City, NY
June 2012 – July 2012

Defined and researched website user groups for Group Tourism webpage. Wireframed visitor flow based on different user interactions and behaviors for specific content pages.

WEB & GRAPHIC DESIGN INTERN

Allen & Goel Marketing Company, King of Prussia, PA
October 2007 – January 2012

Designed websites, logos, email marketing, and brochures for a variety of clients. Manipulated HTML5 / CSS3 for e-newsletters and website cross-browser compatibility.

ORGANIZATIONS

PRESIDENT

Temple Ad Club (TAC)
May 2012 – Present

TEAM LEADER & PRESENTER

National Student Advertising Competition (NSAC)
September 2009 – May 2012

HONORS

Philly's Future Scholarship Recipient, 2012
Lew Klein Excellence in the Media Scholarship Recipient, 2012
Martha Menei Scholarship Recipient, 2011
Top Student in Advertising Department: First Core Award, 2011