



Kelsey Worthington

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University of South Carolina
Bachelor of Arts in Visual Communications
May 2022 | 4.00 GPA

Experience

- Sept 2022 - Present** **Mythic Content Creation and Motion Designer**
Work with a wide variety of companies such as Goodwill, Maaco, Cone Health, Athens Foods, Meineke, Ironman Tires, Wilmington & Beaches, and Fayetteville to design, animate, shoot, and film social media posts across platforms for tens of thousands of followers
- May 2022 - July 2022** **Rhodes Branding Designer**
Worked directly with clients to execute brand strategy, themes, competitive audits, messaging, and visual identities for k-12 schools primarily through designing logos & print pieces, photographing & filming schools, animating logos & assets, and presenting final concepts to clients
- Aug 2019 - May 2022** **SEC Track and Field Student Athlete**
Team captain 2021-22, Pole Vaulter, time management
- May 2021 - Dec 2021** **Garnet Media Group Creative Services Student Designer**
Ideated and created graphic design, layout, and animation content such as logos, ads, mailchimp templates, event graphics, and media kits for Garnet Media Group, other student organizations and outside clients in town
- Aug 2019 - Present** **Freelance Design and Photography**
Created 8 logos, shot dozens of maternity, engagement, and graduation photos, designed merch for numerous organizations, animated logos, and designed websites
- Aug 2020 - May 2022** **Marketing Committee Chair for the Student Athlete Advisory Committee**
Created a new logo and branding system, shot and directed 3 videos for social, managed a group of 11 people in ideating & creating social media content for the @gamecockceo Instagram with 1k followers, relayed info from administration to 100 person track team

Awards

- * **Most Outstanding Visual Communications Senior**
- * 2022 Gold Addy for Student Single Poster
- * 2022 Silver Addy for Student Animation
- * CMBAM First Place Best Sales Promotional Materials
- * SEC Academic Honor Roll, AD Honor Roll, President's Honors List

Skills

- * Graphic Design, Photography, Videography, Animation
- * Basic HTML & CSS and Website Design UI/UX (Figma)
- * Leadership - Truist Emerging Leaders Certification
- * Adobe Creative Suite (Illustrator, After Effects, InDesign, Photoshop, Premiere, Lightroom, Dreamweaver)
- * Social Media Marketing and Content Creation
- * Cinema 4D (3D Rendering Tool)
- * Strong Verbal and Written Communication Skills
- * Color Theory and Design Principles
- * Time and Project Management, Client Relations, Detail Oriented, Organized, Self Motivated