



Kelli Walsh Szluka
77 Middle Patent Road
Bedford, New York 10506
914 234 6405 • kelli@kellincompany.com
kellincompany.com • kelliszluka.com

Design Skills

Visual communication and concept development of keyart campaigns, press kits, Emmy® campaigns, Golden Globe campaigns, logotypes, business systems, brochures, advertisements, promotional packaging, book, editorial, poster, CD and DVD cover designs, billboards, subway cars, phone kiosks and large-scale trade show graphics

Experience with traditional and electronic pre-press production, photography (black/white, color and digital), color theory, two and three-dimensional design, screen printing, drawing, painting, and vinyl production

Computer Skills

Proficient in Macintosh OSX with Adobe CS5, Illustrator, Photoshop, InDesign, Flash, ImageReady, Font Book, and Microsoft Office

Professional Experience

Kelli & Company, Inc., Bedford, NY May 2010-present
Creative Director, Owner

Manage the daily tasks of a design shop and guide a variety of clients through the creative process from start to finish

Conceptualize and design print advertisements, keyart, postcards, logos & stationery, webpages, and all other requested marketing and promotional materials

EpixHD, New York, NY July 2010-September 2011
Senior Graphic Designer

Work with an in-house creative team to visually create a clear message of what EPIX is through promotional and marketing materials.

Conceptualize and design print advertisements, keyart, postcards, program guides, and one-sheets for all EPIX movies and original productions

Work closely with 4D designers to ensure the dynamic EPIX brand is represented across the print medium

BBC America, New York, NY May 2007-July 2010
Graphic Designer

Developed from scratch the new in-house print department at BBC America and oversee all outgoing print projects

Established relationships with and manage freelancers, design agencies, vendors and publication contacts

Conceptualize and design promotional and marketing materials including print campaigns for publications and out-of-home advertising (billboards, bus sides, bus shelters) for both original programs and news.

Work closely with Public Relations team, Marketing Department, Ad Sales team, on-air designers, printers, freelancers and other vendors to ensure each project progresses smoothly from start to completion

Lifetime Television, New York, NY September 2006-May 2007
Freelance Graphic Designer

Conceptualized and designed promotional and marketing materials including advertisements, logos, media kits, key art, one-sheets, posters, and billboards

FX Networks, LLC, Los Angeles, CA July 2003-June 2006
Graphic Designer

Conceptualized and designed promotional and marketing materials including advertisements, movie posters, logos, press kits, key art, point-of-purchase displays, DVD packaging, and billboards

Worked closely with Public Relations and Marketing Departments, printers, and other vendors to ensure each project progresses smoothly from start to completion

Creatacor, Inc., Mechanicville, NY September 2002-June 2003
Graphic Designer

Collaborated with Exhibit Designers, Graphic Designers, and Project Managers to create large-scale exhibit graphics for trade show booths, billboards, advertisements, signage, logos and portable exhibits

Honors and Awards

2009 World Gold Broadcast and Design Award for BBCA's *Torchwood* keyart June 2010

2006 Silver Broadcast and Design Award for FX's *Thief* logo June 2006

2005 Silver Broadcast and Design Award for FX's 2004 Emmy Box June 2005

Education

Bachelor of Fine Arts in Graphic Design, The College of Saint Rose, Albany, NY May 2002