

KELSEY HAYES

Dynamic user-centric designer with a decade-long track record delivering complex end-to-end design solutions. Proven ability to blend creative vision with user insights to elevate user experience and drive business results.

EXPERIENCE

Creative Director

2022-2024

Ansira | Seattle, WA

- Led a team of 10 designers and graphic artists to execute marketing campaigns for clients like Anheuser-Busch, Nissan, and The North Face.
- Oversaw the production and timely delivery of 6,000 creative assets on a quarterly basis, maintaining high quality standards and brand alignment.
- Leveraged Agile principles and scalable design systems to streamline and prioritize customer needs, reducing project turnaround time by 25%.
- Facilitated cross-departmental collaboration, leading to a 20% growth in strategic partnerships, enhancing project visibility and opportunities.
- Balanced client relationships while contributing to design, driving a 15% revenue boost from existing clients and a 10% rise in new acquisitions.
- Guided and mentored team members to achieve a notable 25% increase in project output quality, as evidenced by client feedback, while fostering an inclusive and collaborative work environment.

Senior Web Designer

2015-2022

Ansira (formally Sincro & CDK Global) | Seattle, WA

- Designed and launched 150+ websites across various industry sectors, resulting in high customer satisfaction ratings over a 7-year period.
- Managed creative direction for extensive, high-impact design projects, propelling a 15% traffic boost and elevated customer engagement.
- Secured several \$250K+ new business opportunities through delivering compelling presentations and tailored solutions addressing client needs.
- Mentored junior designers through design workshops, nurturing skill development and contributing to improved productivity by 30%.

Multimedia Designer & Developer

2012-2016

Web Courseworks | Madison, WI

- Designed and developed 30+ interactive eLearning courses, boosting user satisfaction by 20% across diverse industries.
- Promoted cross-functional collaboration, cutting course development timelines by 25% for faster time-to-market.
- Teamed with SMEs to transform complex concepts into visually engaging modules, improving quiz scores and learner comprehension by 22%.
- Optimized course creation, cutting development time by 15% through HTML, CSS, JavaScript, and Articulate Storyline expertise.

CONTACT

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SKILLS

- UX/UI Design Principles
- Graphic Design
- Responsive Web Design
- Layout and Composition
- Web Accessibility
- Wireframing
- Rapid Prototyping
- Quality Assurance
- HTML/CSS
- Figma
- Adobe Creative Cloud (Photoshop, Illustrator, XD, InDesign)

EDUCATION

University of Wisconsin

BS, Web Design & Development
Business Administration Minor
Stevens Point, WI

Green River College

User Experience (UX) Design
Certification
Auburn, WA

