



HI

I'm Kelly McGinley - an active and creative thinker, living and working in Mount Maunganui, New Zealand.

I've got a keen eye for detail, a healthy enthusiasm for new and vibrant ideas, and a love for fine art. Along with my desire to create, I enjoy getting amongst the outdoors and taking in the activities it has to offer.


I am always looking to expand my knowledge and love a good banter!

TRICKS OF THE TRADE

Adobe CC (Illustrator, InDesign, Photoshop) whiz. Fluent with Mac OS X, PC operating systems and Microsoft Office. Knowledge and skilled in Social Media design. Experience in Squarespace and learning Sketch and UX/UI design to expand my knowledge in web. Strong and creative work ethic with an eagerness to grow as a designer.


Capable of working in both group and individual environments, and able to foster relationships with clients and companies when needed.

REFERENCES UPON REQUEST

 Phone | +64 22 121 5242

 Email | kellyalexandramcginley@gmail.com

 Web | www.kellyalexandradesigns.com

 Instagram | @kellyalexandra_creative
@kellyalexandraaa

 LinkedIn | www.linkedin.com/in/kellymcginley

WORK EXPERIENCE

QUENTOSITY | PAPAMOA, NEW ZEALAND

UX/UI and Graphic Design Intern | January 2021 to Present

Upskilling with UX/UI design programs such as Sketch and helping with graphic design skills as well, including but not limited to social media design, informational handouts, etc.

LATITUDE 37 | MOUNT MAUNGANUI, NEW ZEALAND

Duty Manager and Social Media Manager | February 2021 to Present

Previous FOH employee of Latitude 37 in summer 2018/2019 who also assisted with social media management. Re-employed recently under with new WHG and reinstated as a Duty Manager. As well as FOH duties have previously provided pro-bono graphic design for restaurant including, but not limited to, kids menu re-design, and marketing posters. Currently taking over and managing the social media for Latitude 37.

TAY STREET BEACH CAFE | MOUNT MAUNGANUI, NEW ZEALAND

Assistant Manager and Marketing | September 2019 to February 2021

Management of floor staff and opening/closing duties, as well as customers relations that arise. Assisting with social media management and redesign of menu layout, promotional materials and marketing collateral for the cafe.

KINGST. ADVERTISING | TAURANGA, NEW ZEALAND

Freelance Graphic Designer | May 2019

Filled in for one of their senior designers that was on leave and a work overflow. Created pull down banners from previous designs and icons for an advertisement concept. Editing copy for briefs and design presentations.

FREELANCE DESIGN | REMOTE

Graphic Design and Social Media Management | July 2011 - Present

Various design work for clients including but not limited to logo design, visual marketing display (both digital and fine art), and social media campaign.

ROOT'D | PARK CITY, UT

Interior Design Assistant and Retail Associate | August 2014 - November 2014

Performed retail duties, assisted customers with purchases and design input. Worked with owner and designer on projects as needed, and buying assistance for the retail store.

GREY GROUP | NEW YORK, NY

Freelance Art Director | December 2012 - February 2013

Executed digital design and content editing for pharmaceutical accounts.

SURFING THE NATIONS | WAHIAWA, HI

Graphic Designer | June 2011 - December 2011

Volunteer/Non-Profit; designed logos, event posters, promotional pieces, etc; participated in hand's on humanitarian work (feeding the hungry, community outreach, community clean-up).

EDUCATION

LIBERTY UNIVERSITY | LYNCHBURG, VA

Bachelor of Visual Communication: August 2008 - May 2011

Concentration: Major in Graphic Design, Minor in Fine Arts

GPA: 3.5

INTERESTS

