



## Contact

(847) 477-5435

kelsw2021@gmail.com

kelseywolfedesigns.com

## Technical Skills

- Adobe Illustrator
- Adobe InDesign
- Adobe Photoshop
- Adobe Premiere Pro
- WordPress
- Google Analytics
- Basic HTML and CSS

## Education

### Drake University

Des Moines, Iowa

### Projected Graduation:

May 2025

**GPA: 4.00**

### Majors:

Advertising

Graphic Design

### Minor:

Magazine and Brand Media

### Scholarships:

Drake University Presidential

Drake University Fine Arts

### President's List

# Kelsey Wolfe

*Designing with passion, precision, and purpose.*

## Experience

### Dotdash Meredith

Midwest Living & Dotdash Meredith Travel Marketing  
Design Apprentice

*September 2024–Present*

- ✦ Create designs for print stories that match publication brand and style for visual consistency and audience intrigue
- ✦ Assist with photoshoots for use both online and print
- ✦ Communicate with midwestern establishments for high-quality images for use in publication
- ✦ Illustrate icons for use in printed state travel guides
- ✦ Compile and curate images for design inspiration and direction

### Drake University Independent News

Art Director

*January 2024–Present*

Managing Art Director

*September 2022–December 2023*

- ✦ Ideate and create a consistent style and visual identity for each semester's publication
- ✦ Refine designs for print readiness and visual consistency
- ✦ Collaborate with writers to design layouts for written articles
- ✦ Guide and assist designers with layouts and offer feedback to improve and fit the style of the magazine
- ✦ Illustrate and edit images needed for magazine designs
- ✦ Coordinate with printers for timely production and distribution of 800 print copies in-person each semester

### Family Planning Council of Iowa

Marketing and Communications Intern

*May 2023–August 2023*

- ✦ Created graphics and posts for Facebook and Instagram to inform and update constantly changing news regarding reproductive health in Iowa
- ✦ Reached over 4,000 users across social media channels
- ✦ Created flyers for in-person and online distribution
- ✦ Tracked and analyzed Google and social media analytics for further insights about communication with audiences
- ✦ Edited website copy to ensure inclusive language throughout