

KELLY McCABE

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EDUCATION

University of Cincinnati | Cincinnati, OH | Class of 2021

Bachelor of Science in Communication Design, College of Design, Architecture, Art, and Planning

Minor in Marketing, Carl H. Lindner College of Business

SKILLS

Graphic & Production Design: Adobe Creative Suite (Illustrator, Photoshop, InDesign, After Effects, Acrobat, Premiere Pro, Lightroom, Dimension, XD, Media Encoder, Audition)

3D & Motion Design: Cinema 4D, Strata, Adobe Premiere Pro, After Effects, video editing, photography, videography, motion graphics

Project Management & Collaboration: Figma, Miro, Slack, Microsoft Office Suite (PowerPoint, Word, Outlook, Teams), Google Suite (Docs, Forms, Slides), Asana

Marketing & Social Media: Mailchimp, Meta Business Suite, Canva, digital asset management, campaign support, web and social media graphics

PROFESSIONAL EXPERIENCE

Production Designer/Proofreader | GBC Fundraising | Milford, OH | 07/2024 - 01/2025

- Produced and formatted production assets, including flyers, technical documents, email campaigns, calendar pads, and newsletters, while adhering to strict brand guidelines ensuring consistency to meet client specifications
- Proofread accuracy of calendars, listings, and advertisements before print production
- Managed dynamic content input, file preparation, and press-ready file submission for production
- Streamlined production processes by improving workflow efficiency through problem-solving and effective document management

Graphic Designer | Team Driving School | Remote | 05/2022 - 11/2023

- Designed and updated print and digital marketing materials, including business cards, brochures, and social media graphics
- Assisted in developing and implementing marketing strategies to drive business growth
- Managed multiple projects simultaneously, ensuring deadlines were met efficiently through detail-oriented project management

Graphic Design Co-op | LSI Industries | Blue Ash, OH | 08/2018 - 08/2019

- Developed and executed production design projects, including spec sheets, web banners, brochures, social media graphics, tradeshow graphics, and digital presentations
- Collaborated with marketing, lighting controls, and engineering teams to create impactful visual materials such as brochures and sales presentations
- Worked with technical documents and ensured brand consistency across all marketing assets
- Resized and reformatted creative files for various applications, including trade show materials
- Managed multiple design projects in a fast-paced production environment, maintaining a highly organized approach to meet deadlines
- Maintained brand identity by working within existing design systems

Design Co-op | Packaging Corporation of America | Mooresville, NC | 01/2018 - 05/2018

- Produced conceptual packaging designs and print-ready production artwork
- Created and rendered 3D packaging mockups for product presentations
- Assisted in the printing, laminating, and die-line artwork processes for packaging displays
- Handled file preparation for large-format and digital printing, ensuring high-quality standards
- Utilized problem-solving skills to troubleshoot production challenges and optimize workflow