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EDUCATION

BA Fine Art, Business Minor
Graduated with Distinction

University of Colorado Boulder
BOULDER, CO | 2012 - 2015

CAPABILITIES

ADOBE ILLUSTRATOR



ADOBE PHOTOSHOP



ADOBE INDESIGN



PROCREATE



CORE SKILLS

GRAPHIC DESIGN

LOGO CREATION & BRANDING

CREATIVE DIRECTION

PACKAGING DESIGN

WEBSITE DESIGN

BRAND MANAGEMENT

INSTALLATION EXPERIENCE

FINE ART PRACTICE

MULTITASKING

QUICK & ADAPTIVE LEARNER

GREAT TIME MANAGEMENT

EXTREMELY ORGANIZED

Kelsey Ruggaard

Motive: A Project Worldwide Company

Award winning design agency based in Denver: part of Project: Worldwide

DESIGNER | MARCH 23 - PRESENT

- » Designed for some of the biggest companies in the world (Pepsi, Frito Lay, Burger King, and more) across physical and digital campaigns
- » Worked on the creative assets for It's Her Shot, a Shorty Award-winning positive impact event hosted by Nike and Dick's Sporting Goods encouraging girls to feel empowered on the courts
- » Had key visual designs chosen to determine look and feel for programs by Starbucks, Pearl Milling Company, Rold Gold, Lays, and more
- » Designed websites for large campaigns such as Cracker Jill, Rice-A-Mealtime MVP, and Gatorade x Casey's collaboration
- » Designed and taught an internal class on Google Slides to dramatically improve productivity unprompted by company
- » Awarded the "Already Did It" internal company award

JUNIOR DESIGNER | NOV 21 - MARCH 23

GRAPHIC DESIGN INTERN | JULY 21 - NOV 21



Rhubarb Design Co. (Freelance)

WEB & GRAPHIC DESIGNER | 2013 - PRESENT

- » Acquired 85+ clients across diverse fields including: manufacturing, cosmetology, software, CPG, and food service
- » Worked with clients to create logos and brand assets tailored to their specific needs for both digital and print applications
- » Designed user-friendly websites using a variety of tools including Sketch, Squarespace, and custom CSS coding



Good Earth Natural Foods

Independent, organic-focused grocery store with 2 locations in Marin, CA

ART DIRECTOR & GRAPHIC DESIGNER | MAY 18 - JAN 21

- » Designed all internal and external assets including signage, print and digital ads, product packaging, branded merchandise, and more
- » Designed label for a collaboration beer with a local brewery. Worked with stakeholders at both Good Earth and Iron Springs Brewery to create a label that would authentically represent both brands
- » Provided art direction and styling for over 50 photoshoots. Organized shoots to ensure that images were captured for both large and small scale signage, advertisements, social media, company publications, and website
- » Created company's first brand guidelines to enable a more cohesive brand experience across all collateral
- » Managed redesign of company website, focusing on UX design to ensure an easily navigable customer experience throughout the content-heavy site
- » Provided layout support and cover design for 13 full-color newsletters
- » Curated content for all Good Earth social media channels. Created content calendar to align with marketing promotions and campaigns