

Brad Kelley

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Background

Since 1993 Brad has brought creative interactive and print solutions to clients in the Kansas City and national markets. His diverse background in digital pre-press, art direction, and interactive development has fostered corporate and consumer web sites, interactive games, online training materials, and multimedia projects in addition to print design, book covers, interior layouts, and traditional business systems and collateral materials.

Serving as Catalog Production Supervisor and Art Director at CGI, a computer service bureau, Brad designed catalogs, served as liaison to clients and vendors, and supervised pre-press operations. As Creative Director for Thunder Castle Games he designed its corporate identity and communications, product graphics, and worked directly with vendors. Brad first joined the advertising agency world at Weyforth-Haas Marketing in their Print Production Department. Later, in their Interactive Department, he specialized in user interfaces for corporate e-commerce web sites, interactive games, online training materials, and CD-ROMs. Brad joined the team at Fleishman-Hillard, providing a variety of services including video production, web interface design, back-end development, relational database design, and content management. Brad went solo after Fleishman, working exclusively on a per-project basis, and focused on providing interactive design and management services to a variety of engaging clients, both national and local. Years later Brad joined one of these clients, Widick Marketing, full-time as their Interactive Manager; in this role he managed a stable of freelancers and in-house talent to produce corporate websites and online applications.

Over the years Brad has served on the board of directors for both AD2 (the under-thirty division of the The Advertising Club of Kansas City) and The Freelance Exchange of Kansas City and has donated or discounted his services to a number charitable causes. When not working he enjoys raising two adorable children with his wife, Sheri.

Useful Skills

Applications

Web:	Dreamweaver, GoLive
Multimedia:	After Effects, Director, Flash, QuickTime, Premiere
Graphic Design:	Acrobat , InDesign, Illustrator, Photoshop, QuarkXpress

Programming

Scripting:	Classic ASP, HTML, JavaScript, Lingo, PERL, PHP
Databases:	MS SQL Server, MySQL

Project Management

Requirements gathering; creation of requirements and scope documentation, creation of project proposals and estimates; leading project teams to successful completion.

Education

Murray State University

B.S. in Graphic Design
December 1994

Honors

- Winner, 2004 GenCon Ennie Award, Peer Award, *Grim Tales*
- Nominated, 2003 GenCon Ennie Award, Best Art (Cover), *Heroes of High Favor: Elves*
- Winner Gold Pinnacle Award, International Festivals and Events Association, *Festival Website* category, 1997 Kansas City Blues & Jazz Festival
- Kentucky Colonel
- Kentucky Governor's Scholar

Associations

The Advertising Club of Kansas City

- AD2 1999-2000 Board of Directors, Communications Director
- AD2 1999-2000 Ad Wars

The Freelance Exchange of Kansas City

- 2003-2005 Board of Directors, Website Director

Work Experience

Widick Marketing, Inc., Kansas City, MO

Interactive Manager

Jan 2007 – Present

Lead a stable of freelance developers and designers producing corporate websites and online applications. Responsible for visual design, implementation, and maintenance of corporate and institutional web sites, including creating or commissioning artwork, back-end programming user interface design, multimedia development, and project management.

Freelance, Kansas City, MO

Feb 2002 – Dec 2006

A great variety of work for a great variety of clients.

- Traditional print design (book covers, book interiors, flyers, posters, booths, identity)
- CD-ROM and DVD authoring and cover design
- Web banner ad design and implementation
- Front-end and back-end web site design and implementation (concepts through database design, coding, and delivery)
- HTML email design and implementation (electronic press releases, newsletters, and promotions)
- Web site team management (proposals, requirements, personnel wrangling, and project post mortems)

Fleishman-Hillard, Inc., Kansas City, MO

Senior Multimedia Specialist

Aug 2000 – Jan 2002

Key player in a small interactive group at the Kansas City office of the world's largest PR firm. Responsible for visual design, implementation, and maintenance of large corporate and institutional web sites, including creating or commissioning artwork, back-end programming user interface design, and multimedia development.

Weyforth-Haas Marketing, Overland Park, KS

Art Director - Interactive Group

Mar 1997 - July 2000

Responsible for creating and commissioning artwork and user interface design for business-to-business and business-to-consumer web sites and multimedia projects, creation of project proposal and timelines, interfacing with application developers and account service.

Weyforth-Haas Marketing, Overland Park, KS

Imaging Specialist - Production Department

Oct 1996 - Mar 1997

Worked with art directors to produce desired results and special effects. Responsible for day-to-day layout and file preparation of catalogs, brochures, flyers, point-of-purchase displays,; scanning and retouching.

Thunder Castle Games, Inc., Kansas City, MO

Creative Director

Mar 1995 - Apr 1996

Developed corporate identity system and service marks. Responsible for look and feel of card and role-playing game products, advertisements, packaging, point-of-purchase displays and large stand-ups.

Archangel Publications, Inc., Tampa, FL

Art Director/Chief Illustrator

Aug 1994 - Dec 1994

Developed corporate identity system and service marks. Responsible for look and feel of card and role-playing game products, advertisements, packaging, and point-of-purchase displays.

Computer Graphics, Inc., Murray, KY

Catalog Production Supervisor

Aug 1993 - Aug 1994

Responsible for day-to-day operations of industrial catalog and newsletter production department, including publication design, layout, illustration, scanning, retouching, and technician supervision.

References

Available upon request.