



# Kelly O'Hagan

## SENIOR DESIGNER

11+ YEARS

EXPERIENCE

SAY HELLO

@OHHeyDesigns  
www.OHHeyDesigns.com  
Kelly@OHHeyDesigns.com  
248.390.7351

[LinkedIn](#)

[Portfolio](#)

### SKILLS

Package Design  
Marketing & Advertising  
Layout & Composition  
Drawing  
Use of Patterns & Textures  
Vector Art  
Photo Manipulation & Editing  
Branding & Logos  
Strategic Planning & Execution

### PROFICIENT



### SKILLED



### AWARDS

2022 American Graphic Design Award for Brewt's Line of Margarita Mix Labels

GDUSA Package Design Award, Quaker Oats Pumpkin Spice Oatmeal

## ABOUT ME

An adaptable, dependable **Senior Graphic Designer** respected for 11+ years directing creative graphic design projects that revolutionize business' brands. Proven track record delivering high-quality creative materials upholding overall brand images. Known for conceptualizing and producing eye-catching print, digital, event, tradeshow, packaging, and social designs. Out-of-the-box thinker committed to generating, providing, and executing innovative design solutions and unique ideas across a range of projects. Exceptional tenure resulting in numerous promotions.

## PROFESSIONAL EXPERIENCE

### FREELANCE DESIGNER AT BREWT'S LLC

SEP 2018 - PRESENT

- Design a wide array of projects, including a unique 12-print campaign of billboards, high-level pitch decks, shelf talks, merchandise, marketing materials, email blasts, etc., from conceptualization to print.
- Create and launch the **package design for a line of three margaritas** (Margarita, Jalapeno, and Lavender), **delivering the project on time, under budget, and above expectations.**
- Establish and conduct highly persuasive, high-quality graphic projects which exceed all expectations.

### GRAPHIC DESIGNER AT ADVOCACY DIGITAL MEDIA

JAN 2019 - SEP 2022 (CONTRACT AUG 2018 - JAN 2019)

- **Promoted to positions of increasing authority and responsibility** due to exemplary performance and strong leadership abilities.
- Served as the sole graphic designer, **growing the position by devising in-depth and intricate interactive presentations, high-quality infographics, basic video edits, and engaging marketing materials.**
- Created graphics for lawyers' use at trial in front of a jury, assisting in winning millions of dollars, including **\$9M for a trucking accident lawsuit.**

### FREELANCE DESIGNER AT HUBSPOT

MAR 2020 - PRESENT

- **Develop innovative new \*editable\* PDF learning documents,** as well as, badges, icons and certificates, for HubSpot Academy in line with the company's other projects.
- **Maintain creative consistency** and strictly adhere to all brand guidelines to ensure optimal project success.
- **Oversee many aspects of concept, design, and production of unique and eye-catching portfolios.**





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## EDUCATION

New England Institute of Art  
2010-2012  
Bachelor of Science in Graphic Design  
Dean's List

Central Michigan University  
2008-2010  
Bachelor of Science in Graphic Design  
Alpha Chi Omega | Web Coordinator

## REFERENCES:

Kevin Markey  
President • Advocacy Digital Media  
P: 773.809.4649  
E: kevin@advocacydm.com

Chrissy Draper  
Senior Designer • Haugaard Creative  
P: 708.262.8301  
E: chrissy@haugaard.com

## PROFESSIONAL EXPERIENCE CONTINUED

### CUSTOM TSHIRT DESIGNER AT FIVERR FREELANCERS

OCT 2019 - JAN 2021

- **Generated \$20K+** in t-shirt designs for 155+ clients, offering personalized designs adaptable to each client.
- Conceived designs and consistently met deadlines and requirements.
- Expertly converted features to benefits to achieve client objectives and personalized designs.
- **Maintained a 98% customer service rating** remaining at 4.8 out of 5 stars rating.

### PACKAGE DESIGNER AT HAUGAARD CREATIVE

JAN 2014 - OCT 2018 (INTERN JUL 2013 - JAN 2014)

- Designed comprehensive packages at an innovative, full-service design studio for famous brands such as Quaker Oats, Kid-Cuisine, and Morton Salt, **maintaining their 95% client satisfaction.**
- **Functioned as the lead designer for Kid Cuisine packages**, designing the packages, mentoring other designers, directing photoshoots, and overseeing print production.
- **Developed an award-winning pumpkin spice oatmeal package**, including creating cutting-edge concepts, producing prototypes, and managing production.
- **Mentored two interns**, providing guidance and advice on new concepts and project management skills to drive top performance.

### ADDITIONAL EXPERIENCE:

- Graphic Designer / Jenner & Block
- Remote Year / Ambassador
- Creative Director / Reel College Ventures
- Specialist / Apple Inc.

## INTERESTS OUTSIDE OF WORK

- Traveling
- Painting
- Concerts
- Enjoying the Outdoors
- Dogs
- Wine
- Hiking
- Drawing

