

KALLI ROEBELEN

CONTACT

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kalliroebelen.com

EDUCATION

MassArt
Certificate in Graphic Design
2019 – 2021

Boston University
B.S. in Health Science
2013 – 2017
Dean's List, Captain of the
D1 Swimming and Diving Team

TOOLS

Adobe Suite
Figma
Keynote / PPT
WordPress
Wix
Squarespace
Procreate
Shopify
Etsy
Social Media

SKILLS

Illustration
Painting
Printing
Photography
Set Design
Content Creation

AWARDS

State Gymnastic Champion
State Diving Champion
Reagh Wetmore Award

PROFESSIONAL EXPERIENCE

Pulp +Wire June 2023 – September 2023
Graphic Designer

Conceptualized and designed logo and branding for several new product companies. Aided Design Directors with packaging design for 5+ CPG clients. Assisted with prepping print files for production. Provided support with mood boards, sketching, conceptualizing, and deck design. Provided direction on illustration look and feel for a Spirit Animal card deck, and made illustration edits to existing packaging design.

Garrand Moehlenkamp April 2022 – March 2023
Graphic Designer

Led the brand redesign for MaidPro and American Family Care to align the new brand look and feel with updated brand values and goals. Presented the brand refresh pitch deck for American Family Care to the client. Assisted with client facing deck design. Provided design direction for the MaidPro website. Provided art direction on five client social media calendars, including conceptual development, designing, and production. Designed monthly and seasonal email marketing campaigns for MaidPro services. Provided conceptual development and art direction on client photo shoots and sets. Handled packaging of digital and print files. Performed extensive design research on current trends. Updated client brand guidelines, icon illustrations, logos, and signage.

Freckled Fuchsia September 2020 – April 2022
Art Director

Operations management, overseeing inventory and order fulfillment. Content creation and social media management. Helped run an Instagram account with 26K+ following. Updated the website and performed a website redesign. Sent out monthly emails of new products and sale events. Management of 100+ stockist accounts. Designed and produced new designs on tea towels and greeting cards for seasonal releases. Photographer and set designer. Implemented new processes for wholesale tracking and obtaining new clients.

FREELANCE

My freelance experience includes packaging design, logo design, branding, pattern making, website design, and design research. I have a passion for getting to know my clients thoroughly, and injecting their personality into their brand.

SMRT Architects December 2023-Present
Designed and edited project proposals.

Horse Country Clinic April 2023 – Present
Designed the logo, website, and branding guidelines.