

kay borleis

ART DIRECTOR & DESIGNER

kayborleis.com

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4555 Wellington Road
Boulder, co 80303

work experience

Cactus

May 2021 to present
Denver, CO
cactusinc.com

SENIOR ART DIRECTOR

Create fully integrated campaigns for multiple clients including Colorado Lottery, Town of Vail, Edward Elmhurst Medical Group, Metro Denver and several more. Collaborative workflow with copywriter and report directly to Creative Director. Portfolio includes tv, digital/social assets, OOH, and email. Experience with studio photoshoots, video shoots, directing talent and director of photography.

Sterling Rice Group

June 2016 to May 2021
Boulder, CO
srg.com

SENIOR ART DIRECTOR (July 2018 to May 2021)

Art Director (April 2017 to July 2018); **Production Artist** (June 2016 to April 2017)

Create fully integrated campaigns for multiple clients including Brewers Association, Potatoes USA, California Almonds, Alden's Organic Ice Cream, Avocados from Mexico, and several more. Collaborative workflow with copywriter and report directly to Creative Director. Portfolio includes broadcast, radio, digital assets, website and mobile design, UX, social content (i.e., GIFs, cinemagraphs), experiential, print work (i.e., posters, in-store, OOH). Manage and mentor mid to junior creative teams and designers. Present ideas to clients.

Clean Energy Collective

September 2015 to June 2016
Louisville, CO
easycleanenergy.com

DESIGNER

Designed print collateral (i.e., direct mail, sale sheets, proposals, catalogs), tradeshow/event pieces, digital ad banners. Acted as photographer of solar farms. Worked closely with creative director to brainstorm and execute projects/materials.

Lucky's Market

October 2014 to November 2015
Boulder, CO
luckysmarket.com

GRAPHIC ARTIST

Chalkboard art, product sale signs, in-store posters, social media images, and designed print ads for Lucky's Market Boulder, Lucky's Bakehouse + Creamery, and Lucky's Cafe

Movement Strategy

February 2012 to May 2014
Boulder, CO
movementstrategy.com

ART DIRECTOR

Concepted ideas for client promotional pieces on social media and microsites. Wireframed UX/UI using InVision, designed creative in Photoshop and Illustrator, and launched campaigns collaboratively with the development team. Specialized in Facebook Applications, Web & Website Redesign, Wireframing, UX, and Creative Concepting.

Symplified

February 2011 to March 2012
Boulder, CO

JUNIOR ART DIRECTOR

Design graphics for emails, website, and other company promotional materials. Made daily updates to website through customized HTML coding. Built emails in Adobe Dreamweaver. Composed copy for emails and website. Added to and edited marketing data in Excel (i.e., webcasts, tradeshow, events). Communicated and promoted company through social media outlets on a daily basis.

REI

July 2007 to November 2016
Timonium, MD + Boulder, CO

CUSTOMER SERVICE

Stock and visually merchandise store, complete transactions with customers, educate customers about outdoor gear

education & training

Miami Ad School

Art Direction Track
January 2009—June 2010
Miami, NYC, Boulder
miamiadschool.com

- Acquired the proficiency in what makes up advertising: concepting, brainstorming, production.
- Photoshop, Illustrator, InDesign, Flash, KeyNote, HTML/Javascript
- Studied and learned from the industry's experts at the following agencies: CP+B, Strawberry Frog, PI+C, Digitas

Towson University

Bachelor of Science
Major in Mass Communications
Advertising & Public Relations
Minor in Art + Design
Certificate in Marketing
August 2004—May 2008
Towson, MD

- Studied advertising, marketing, and business ethics within mass communications
- Developed better ability to solve "problems" in artistic assignments
- Interned as a copywriter at Axiom Brand Marketing
- **Division I Athlete - Cross Country, Indoor Track, and Track & Field (2004-2008)**
- **Captain of Cross Country + Track teams (2007-2008)**
- **MVP Cross Country Athlete 2007**
- Honor Roll 2006-2007

skills & experience

Proficient in Adobe Photoshop, Illustrator, Indesign
Art Direction
Illustration (digital & traditional)
Conceptual Thinking + Brainstorming
Presentation Design
Brand Identity
Web + Mobile Design
Leadership + Mentorship
Charismatic Presenter
Sketch
Basic HTML Frontend Development
Photography
Stand in Copywriter
Font Nerd