

KERRY PELESKY

SENIOR CREATIVE STRATEGIST



Mentor-on-the-Lake, Ohio



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SKILLS

- Graphic Design (Digital + Print)
- UI/UX Design
- Web Design
- Project Management
- SEO
- RFP + Presentation Design
- Special Event + Tradeshow Graphics

SOFTWARE

- Adobe Creative Suite
 - InDesign
 - Photoshop
 - Illustrator
 - Acrobat
 - After Effects
 - Premiere Pro
- Final Cut Pro
- HTML/CSS
- HubSpot
- Interactive PDFs
- JavaScript
- Microsoft 365 Suite
- PowerPoint
- Webflow
- WordPress

EDUCATION

OHIO UNIVERSITY

Bachelor of Science
Visual Communication
Infographics

PERSONAL PROJECTS

- Lostcocktails.com
- Lostwitandwisdom.com

DESIGN PROFESSIONAL

Transform Visions into Reality

Highly accomplished designer with expertise in project management, brand management, print and digital production, SEO optimization, multimedia, presentation design and RFP's (request for proposals). Possesses strong organizational, marketing, and management skills, handling multiple tasks simultaneously. Designs and executes graphics, multimedia, and presentation strategies under tight deadlines.

Skilled at setting expectations and consistently delivering high-quality results on time and within budget. Takes initiative, researching topics and solving problems. Displays flexibility, working both independently or collaboratively according to business needs. Recognized for staying calm under pressure in deadline driven and fast paced environments. Brings positive influence to teams by communicating in a constructive and straightforward manner.

EXPERIENCE

NEXT ADVENTURE DESIGN

[2019 - PRESENT]

Owner / Creative Director

Offering a wide range of graphic and web design services, including branding, PowerPoint presentation design, logo creation, print materials, and digital graphics.

ADVANCE PUBLICATIONS

ADVANCE OHIO

[AUGUST 2015 - SEPTEMBER 2024]

- Engaged with clients gaining understanding of needs, providing professional advice, and ensuring vision is realized through effective design solutions.
- Prepared detailed quotes for design projects, including cost estimates and timelines, ensuring transparency and client satisfaction.
- Managed multiple projects simultaneously, adhered to deadlines, and maintained high-quality standards, ensuring seamless workflow.
- Collaborated with marketing teams, copywriters, and other stakeholders in delivering cohesive and impactful branding strategies.
- Supported events team through design and in-person event-day needs, creating successful events in fields of nursing, high school accomplishments, Medicare advice and yearly women's summit.
- Utilized advanced design software and tools, producing high-quality graphics and layouts, increasing clicks 82.5% to client's website YOY.
- Incorporated client feedback efficiently and made necessary revisions meeting project specifications and exceeding expectations.

NORTHEAST OHIO MEDIA GROUP

[AUGUST 2013 - AUGUST 2015]

Graphic design, logo design, ad design, cover design for special sections, page layout, and preprint production. Digital design including creation of mobile ads, mobile landing pages, Flash ads, landing pages.

PLAIN DEALER PUBLISHING COMPANY

[MARCH 1998 - AUGUST 2013]

Graphic design including logo design, ad design, cover design for special sections, page layout, and preprint production. Digital design including creation of mobile ads, mobile landing pages, Flash ads for websites, landing pages.

THE HOUSTON CHRONICLE (VIA HOUSTON CREATIVE CONNECTION)

[JUNE 1996 - OCTOBER 1997]

Graphic design for newspaper and magazine advertising.
Design of section covers.

THE NEWS HERALD

[JUNE 1995 - MARCH 1996]

Page composition for daily paper