Kelly McGowan

kelly-mcgowan.com   kelly.mcgowan.design@gmail.com

Designer and multi-media artist based out of Brooklyn, NY with over six years of professional experience in design, and an educational background primarily in digital art, including graphic design, web design, photography, video art, illustration, and branding.

Experience

Freelance Designer, Creative Director & Artist, Self-Employed Nov 2024 – Present
Creative direction, album art design, poster creation, branding identity, music video production, and photography for local New York bands and musicians.

Visual & Digital Designer, IBM Jun 2019 – Nov 2024
Created user interface designs that aligned with brand identity as the lead designer for the IBM Research website. Applied the IBM design language to blog imagery, posters, stationery, illustrations, mailer graphics, magazine layouts, and event materials. Designed the CIO's communications content, presentation decks, and charts.

Visual Design Intern, IBM Jun – Dec 2018
Collaborated with cross-disciplinary teams of designers, developers, and content writers to develop and enhance internal websites and tools for employees.

Education

Stevens Institute of Technology Aug 2015 – May 2019
Graduated with a 3.8 GPA and a Bachelor of Arts degree in Visual Arts and Technology with a design concentration and a minor in marketing. Received the Julia and Frederick Bissinger Award for outstanding performance in the Bachelor of Arts program.

Web Design   UX/UI Design   Branding   Typography   Video Editing   Photography

Figma   Photoshop   Illustrator   InDesign   After Effects   Premiere Pro   GitHub