

# BONNIE KELLEY-WINSTON

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Multidisciplinary designer with a background in marketing and brand strategy, crafting concept-driven design across digital and print. Skilled in collaborating with creative leadership and cross-functional teams to translate business goals into cohesive, engaging brand experiences.

**SPECIALTIES:** Brand Identity | Campaign Design | Digital & Print Design | Visual Storytelling | Marketing Design | Concept Development | Cross-Functional Collaboration

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## WORK EXPERIENCE

### BRINK Media

2024 - PRESENT

#### Graphic Designer

- One of two designers at BRINK, leading brand identity and marketing design for integrated 360° campaigns across digital, print, and commercial storytelling, enhancing brand presence and audience engagement.
- Collaborate with Creative Directors and ACDs to develop high-impact creative for established brands, nonprofits, and emerging startups.

### Independent Contractor

2022 - PRESENT

#### Graphic Designer

- Clients: Thrive Causemetics, Block Shop Textiles, MeUndies, Happy Head
- Partner with leading consumer retail brands to shape cohesive visual systems across print and digital, driving engagement through email, web, and social campaigns.

### Afterpay & Cash App | Block

2020 - 2023

#### Senior Partner Marketing Manager

- Led co-branded campaign strategy for enterprise fashion & beauty partners including GOAT, Finish Line, Kendo brands, L'Oreal, Crocs and Gap Brands.
- Collaborated with design and content teams to create cohesive, co-branded marketing across channels, including a Times Square takeover with Afterpay X Crocs.
- Managed Afterpay's first ever TikTok campaign in partnership with Crocs, generating 1.3 million UGC videos and 3.2 billion views globally.

### ShopStyle | Rakuten

2017 - 2019

#### Partner Manager

- Increased partner revenue 155% year-over-year by streamlining program management and sales processes for top-tier retailer accounts, ranging from Kohl's to Net-a-Porter.

### ShopStyle | POPSUGAR

2015 - 2017

#### Business Development Coordinator

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## EDUCATION

### Shillington Education

#### Graphic Design

### Fashion Institute of Technology

NYC

BS in International Trade and Marketing for the Fashion Industries

AAS in Textile/Surface Design

*Transfer from Academy of Art University in San Francisco*

### American University of Rome

ITALY

Study Abroad, Focus in Business & Marketing

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## SKILLS

Adobe Suite (Illustrator, Photoshop, InDesign) | Figma | Klayvio | Asana | Google Suite | Certified Yoga Teacher