

# DESIGNER AND ART DIRECTOR BASED IN PORTLAND, OR.

ADOBE CREATIVE SUITE EXPERT  
EXPERIENCED IN PRINT AND PACKAGING  
PHOTOGRAPHY AND PHOTO EDITING  
ILLUSTRATION  
COPYWRITING  
PASSION FOR TYPE  
ATTENTION TO DETAIL  
RESOURCEFUL  
AQUARIUS



# KELSEY STOULIL HOLMES

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## ART DIRECTOR AT SALT & STRAW SEP 2024 - PRESENT

Led the in-house creative team in shaping and evolving the brand across packaging, campaigns, photography, and digital experiences. Oversaw all in-shop creative for 50 scoop shops nationwide, from seasonal storytelling and menu design to environmental graphics and promotional materials, ensuring every guest interaction felt cohesive and true to the brand's voice. Collaborated across departments and with external partners while mentoring designers and driving high creative standards with efficient, polished execution.

## SENIOR DESIGNER AT WH INC. OCT 2022 - SEP 2024

I provided art direction and designed campaign, social, and marketing materials for national brands such as Duraflame, Philips Sonicare, 10 Barrel Brewing, and more. I led the design team through campaign conception and implementation, design support, and social promotions, as well as executing all design needs from the PR division of WH.

## CCO AT PILSNERFEST JUNE 2021 - PRESENT

Every Labor Day weekend my friends and I host a beer festival dedicated to crisp lagers that raises funds for mutual aid organizations. The mostly analog festival has partnered with Holy Mountain Brewing, Bottleworks, and Lucky Envelope Brewing. I create all promotional materials, beer labels, and merch.

## COMMUNICATION DESIGNER AT TEAGUE - CONTRACT FEB 2022 - AUG 2022

I worked with the Product Development team to ideate and visualize the future of aviation through new products and programs. Supported Boeing initiatives through print materials, presentations, illustration, ideation, and conceptual graphics.

## GRAPHIC DESIGNER AT ELYSIAN BREWING FEB 2018 - SEPT 2021

I created and managed a variety of marketing and graphic projects, including label design, posters, marketing and promotional materials, copy writing, social media content, and brand ideation. I also art directed the company's website redesign in 2021, and managed all visual efforts and brand building for the company's Woodhall and Single Batch Series programs.