

KELLY WANG

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Graduated May 2025
Available start date November 2025

EDUCATION

University of Delaware, 2020 - 2025

Newark, DE
Visual Communications, BFA
Graduated May 2025
GPA: 3.6

EXPERIENCE

UDel Horn Entrepreneurship, 2023 - Present

Newark, DE
Intern, Social Media

- Produced graphics and short-form videos for Horn Entrepreneurship's social media, crafting targeted content for programs such as the Summer Founders startup accelerator (college entrepreneurs) and Diamond Challenge (global high school pitch competition), boosting impressions by 185% and engagement by 11%
- Photographed company events for digital promotional materials, strengthening the visual presentation of the brand mission

Avenue West, 2025 - Present

Philadelphia, PA
Intern, Design

- Created high-impact design mock-ups that helped convert prospects into paying clients
- Created case studies (A Philly Special Christmas Party, Courtside Wealth Partners, Yield, Good Capital Group) that supported new business pitches and client acquisition efforts
- Collaborated with stakeholders to design creative assets (postcards, social media ads, event brochures) for major Philadelphia cultural events including WXPn's XPnFest and Rising Sun Presents' music festival series, incorporating feedback to refine designs and ensure alignment with audience expectations and event branding

Freelance Graphic Design, 2025 - Present

Newark, DE

- Conceptualized creative direction and visual identity for Great Exchange Church, translating stakeholder input into a cohesive brand vision targeting college-age students
- Developed a comprehensive branding package including logo design, social media templates, digital assets, and signage that established a modern visual identity and drove an 83% increase in attendance at the first Sunday service

SKILLS

Motion/Video: After Effects, Premiere Pro, Lightroom

Design: InDesign, Illustrator, Photoshop, XD, Figma

Tools: Asana, HubSpot, Midjourney, Google Suite