

KACEY WILLARD

CONTACT:

WILLARD.KACEY@GMAIL.COM

724 Wildell Rd.
Drexel Hill, PA 19026

T. 717-519-9523

[linkedin.com/in/kacey-willard](https://www.linkedin.com/in/kacey-willard)

PORTFOLIO:

KACEYWILLARD.COM

EDUCATION:

THOMAS JEFFERSON UNIVERSITY
formerly Philadelphia University

Bachelor of Science, May 2014

Major: Industrial Design

GPA: 3.62

NUOVA ACCADEMIA DI BELLE ARTI

Study Abroad, Spring 2012

KEY SKILLS:

Graphic Design

Illustration

Packaging Design

Concept Development

Rapid Prototyping

Project Management

KEY SOFTWARE:

Photoshop

InDesign

Illustrator

SketchUp

Solidworks

WORK EXPERIENCE:

ANTHROPOLOGIE

Digital Designer, Mar. 2021 – present

- Create digital assets for all aspects of the brand
- Collaborate with marketing and merchandising teams to create multiple emails per week to sell products including apparel, accessories, home goods, and beauty
- Design compelling, customer-facing assets using Adobe programs that often feature motion graphics

Junior Graphic Designer, Dec. 2017 – Mar. 2021

- Design, manage and produce graphics for in-store events such as posters, postcards, emails, and social posts
- Design store signage, marketing, and public relations collateral, specialty giveaways, and promo creatives
- Work with branding team to create innovative and interesting product packaging concepts

MUST HAVE MENUS, Oct. 2019 – Nov. 2020

Freelance Graphic Designer

- Design menu and flyer templates to be applied to a wide range of restaurant styles
- Create original artwork and illustrations

MORIHATA INTERNATIONAL | RIKUMO

Experiential Design Coordinator, Nov. 2016 – Dec. 2017

Designer, May. 2014 – Nov. 2016

- Designed and coordinated trade shows (AD Home Show, NYNOW, AmericasMart ATL)
- Designed and developed packaging for in-house brands
- Created web and print designs for wholesale and retail

PHILADELPHIA UNIVERSITY

Industrial Design Shop Monitor, Sept. 2011 – May 2014

- Oversaw activities of over 150 students in the prototyping shops
- Operated multiple laser cutters and 3-D printers
- Maintained machines and provided a safe environment for everyone to work