

Kortney Felice

SENIOR GRAPHIC DESIGNER

Philadelphia, PA

I am a senior level graphic designer with over eight years experience in design, print production, email campaigns, direct mail, website development and vendor relationships. I design with audience, market, and solution in mind. I am a hard-working leader who thrives in a fast-paced, deadline driven environment.

felice.kortney@gmail.com

215-437-9508 office

Experience

Senior Graphic Designer

BioPharm Communications

Design, plan, and coordinate the production of logos, newsletters and brochures

Manage tight deadlines

Coordinate and design marketing emails for multiple clients

Design website projects through implementation

New Hope, PA

Jun 2011 - Present

Graphic Designer

Freelance Design

Design, plan, and coordinate the production and printing of invitations, announcements, logos and brochures

Interact with digital printing and offset printing vendors to determine best quality and cost for each project

Manage tight budgets and deadlines

Clients include Longwood Gardens, Upper Makefield

Township, Upper Providence Township and the May Funeral Home

Philadelphia, PA

Aug 2006 - Present

Designer

Philadelphia, PA
Oct 2010 - Dec 2011

Word Work

Lead designer on agency's websites including 2 mid sized projects
Designed and delivered the artwork for 2 billboards and transit shelter signage
Planned, coordinated and designed weekly newspaper ads for multiple clients
Designed eNews templates for clients including municipalities
Developed programs for clients to create, grow and maintain an email list that averages over 30% open rates
Designed and coordinated all identity, print and web design
Assisted with the promotion, design and marketing of the agency's hyperlocal website

Program Director for Creative Services

Silver Spring, MD
Aug 2002 - Feb 2009

The American Society for Parenteral and Enteral Nutrition

Planned, directed and coordinated all identity, print and web design
Prepared and managed a \$200,000 budget
Designed annual international conference logo, brochures, program guide, syllabi and large scale signage
Re-designed direct mail pieces to adhere to strict mail guidelines and reduced direct mail costs by 25%
Designed and coordinated installation of large-scale signage for annual meeting
Assisted with the development and strategy of brand identity program
Designed membership brochures, product catalogue, self mailers, membership renewal packages and philanthropic brochures
Negotiated with vendors and evaluated vendor partnerships to achieve highest quality and most cost effective relationships; used green printing and recycled paper when possible
Collaborated with the CEO and key leaders on website re-design
Developed monthly email marketing campaigns

Graphic Design Intern

Blue Bell, PA
Jun 2000 - Aug 2000

Unisys Corporation

Member of the graphic arts and multi-media staff
Created design concepts for internal company and international publications
Assisted with the design and production of the Annual Shareholders Report
Participated in the design of multi-language advertisements

Education

BA in Graphic Design

York, PA
Aug 1998 - May 2002

York College of Pennsylvania

Graduated with Honors

Continuing Education

Philadelphia, PA
May 2006 - Dec 2007

The University of the Arts

Skills

Skills

Platforms: Worked extensively with both Mac and PC Operating Systems
Tools: InDesign, Quark Xpress, Illustrator, Photoshop, Acrobat, Front Page, Director, Dreamweaver, Giff Animator, Office Suite, Constant Contact

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