



*keep art vital*

# KAVELLE LAWRENCE

GRAPHIC DESIGNER  
& VISUAL ENTHUSIAST

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KEEPARTVITAL.COM

## EDUCATION

### JOHNSON & WALES UNIVERSITY

PROVIDENCE, RI

GRADUATE 08/16

BACHELOR IN SCIENCE

GRAPHIC DESIGN & DIGITAL MEDIA STUDIES

CONCENTRATION; PRINT DESIGN

GPA: 3.0/4.0

## SKILLS

ADOBE CC ILLUSTRATOR

ADOBE CC PHOTOSHOP

ADOBE CC INDESIGN

ADOBE CC ACROBAT

ADOBE CC AFTER EFFECTS

MICROSOFT WORD

MICROSOFT POWERPOINT

KNOWLEDGE OF SCREEN PRINTING

## EMPLOYMENT

### VIACOMCBS

#### PARAMOUNT+ - NEW YORK

DIGITAL DESIGNER(CONTRACT) 10/20 -PRESENT

**WORKS** on multiple projects within a fast-paced environment

**CREATES** graphics using studio key art

**CREATE** assets that are on-brand for all platforms

### HARRISON & SHRIFTMAN

#### MARKETING CONSULTING - NEW YORK

GRAPHIC DESIGN VENDOR(CONTRACT)

10/17 -PRESENT

**MOCKUP** event layouts and peripherals

**DESIGN & PROVIDE** print ready materials such a cocktail menus, invitations, box wraps etc.

**WORKED WITH** notable brand names such as Bacardi, Prudential, Dunkin Donuts, Booking.com, Beefeater and more

### GEORGIA SWARM

#### PRO LACROSSE TEAM - GEORGIA

CREATIVE DIRECTOR 1/2020 - 6/2020

**ESTABLISH & MAINTAIN** brand creative standards for all fan-facing marketing and communications channels for the Georgia Swarm, including: print, web, social, outdoor, broadcast (graphics), in-venue and other applicable mediums

**HANDLE** day-to-day requests and responsibilities, recommending, discussing, and delivering custom creative elements to support Georgia Swarm marketing, communications, sales, and sponsorship efforts.

GRAPHIC DESIGN ASSOCIATE 10/18 -1/2020

**DESIGN** large format marketing materials Including billboards, in arena leds & more

**DESIGN** score updates, marketing materials and etc for social media platforms

**CREATE** presentation decks to capture the eyes of potential sponsors and partners

**DESIGN & MOCKUP** merchandise used in the teams official store as well as themed jerseys for the team