

JEANNE KELLY

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Creative Executive

A Recognized Expert in Design and Technology, Experienced in All Aspects of Leadership

A top performing Creative Executive with 15+ years of progressive experience leading large-scale projects for industry leading organizations like Lacoste and A+E Networks. Passionate communicator comfortable eliciting requirements from clients and evangelizing for the end users. Highly skilled in cross-functional team management and ensuring finished products align with brand needs and client expectations.

CORE COMPETENCIES

Creative Direction ♦ Product Management ♦ Organizational Leadership ♦ Business Development
Strategic Planning ♦ Process Redesign ♦ Product Design ♦ Production Environments
Cross-Functional Team Leadership ♦ Large-Scale Plans and Coordination ♦ Process Analysis
Instructional Technology ♦ Cost Containment ♦ Process Improvement ♦ Operational Management
Visual Design ♦ Product Life Cycle ♦ User Experience ♦ Stakeholder Management

EXPERIENCES AND ACHIEVEMENTS

A+E NETWORKS, New York, NY

2013 – Current

Director, Product Experience • 2014 – Present

Collaborate with a variety of key stakeholders including executive leadership, leadership peers, technical teams, vendors and internal colleagues to strategize technical and creative solutions to a problem. Ensure upcoming technical and creative output of our team meets the user experience expectations and project preferences. Oversee the UX/UI, Product Design and Creative, Content and Branding groups from supervising teams to evaluating project progress.

- ♦ Promoted to a role of increased leadership responsibility due to track record of demonstrated leadership successes.
- ♦ Recognized as a top performer earning prestigious internal team awards including the Cannonball Award for the Most Impactful Project and the Cool Runnings Award for the best run project.
- ♦ Spearhead a new product development process, planning product enhancements and feature sets that align to user needs, industry best practices and stakeholder expectations.

Lead UI/UX Designer • 2013

Developed the practice of user experience and design thinking within the Technology Department. Began the Consumerization of the A+E enterprise experience. Cultivated strong professional relationships with users and stakeholders. Evaluated and create user stories. Create user flows, comprehensive wireframes and annotated designs, contribute to object mapping and information architecture, create visual and interactive designs, test and iterate - continually improving the user experience and the product.

- ♦ Identified pain-points in the current environment, design alternative solutions to that utilized available technology or created comprehensive strategy to develop innovative alternatives.
- ♦ Evaluated user stories to create a product design that continually improved upon user expectations.
- ♦ Led the Interactive and Visual Design process from UI architecture and interactive flow to branding and site aesthetics.

UNION SQUARE IN MOTION, New York, NY 2011 – 2012**Creative Director and Producer**

Collaborated on a public intervention project made of two digital linear lenticular zoetropes that utilized an actor's movements to make still images appear animated. Led the concept development and overall creative direction.

- ♦ Managed the logistics and relationships for upcoming construction and installation ensuring smooth and timely delivery.
- ♦ Maintained a tight production schedule for a team of creative professionals consisting of animators and developers.

INDEPENDENT CREATIVE TECHNOLOGIST, New York, NY**2011 – 2012**

Completed a variety of contract projects for large, established organizations such as the RJW Collective and London Squared Production. Managed freelancers and vendor contracts for industry-leading brands such as Lacoste.

- ♦ Developed creative pitches and presentations including prototypes and markups that illustrated prospective concepts.
- ♦ Wrote a new workflow manual to better instruct an intern team on how to update and add website content.

HEBREW UNION COLLEGE, New York, NY 2011 – 2013**Educational Technologist and Instructional Designer**

Designed and configured digital student, teacher and course "communities" that effectively communicated course requirements, received and delivered course assignments and facilitated communications and announcements. Consulted with the eLearning department to identify solutions and prospective opportunities.

- ♦ Developed solutions for on-campus IT issues, troubleshooting school-owned computers for students and faculty, and managing media storage and distribution of audio and video.
- ♦ Hosted Streaming Cross-Campus Telecommunication courses on college campuses around the globe using Polycom and Adobe Systems technology.

VITALART STUDIO, New York, NY**2001 – 2010****Owner**

Developed artistic and visual content for a variety of mediums including websites, media outlets, mobile phones and print. Influenced the art direction and branding strategies for a large number of local businesses and national corporations.

- ♦ Transitioned existing operations from a forensic art non-profit organization to a full-service design, image editing and asset creation business.
- ♦ Grew client portfolio by proactively identifying prospective clients and targeting companies with unmet creative needs.

EDUCATION**Master of Fine Arts in Design and Technology**

Parsons The New School for Design, New York, NY

Bachelor of Fine Arts in Painting and Printmaking

Virginia Commonwealth University, Richmond, VA

Associate of Arts in Design and Illustration

Tidewater Community College, Virginia Beach, VA

Forensic Arts Training in 2D/3D Craniofacial Reconstruction, Scottsdale Artists' School, Scottsdale, AZ

Art Education K-12 Teacher Certification, Old Dominion University, Norfolk, VA

Illustration Certification, Savannah College of Art and Design