



# Branding & Design Professional



Dear Staffing Coordinator,

Thank you for taking an interest in me and my work.

As an artist since childhood, I have always been creating something...from rock carving to oil painting or jewelry design. It is this inherent nature that keeps me searching for the best ideas with a fresh perspective.

Now, as graphic design professional, It has been a privilege to work with so many interesting and knowledgeable clients over the years. They include: Roots Property Management, National Coalition of 7-Eleven Franchisees, Nestle, Masterfoods, the Produce Marketing Association, and many others.

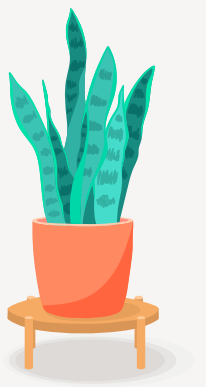
My top skills include:

- Brand strategy & development
- Website design
- Print design
- Package design
- Digital illustration

Please let me know what questions you may have.

Kind regards,

Tricia Kessler



**Website:** <https://kesslerdigital.com>

**LinkedIn:** <https://linkedin.com/in/kesslerdigital>

**Resume:** <https://kesslerdigital.com/resume>

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# Experience

## **KESSLER DIGITAL DESIGN** [kesslerdigital.com](http://kesslerdigital.com)

### **Graphic Designer, Art Director & Interactive Guru** | 2001 - Present

- Develop brand strategies and design concepts
- Extensive knowledge of Adobe Creative Suite: Photoshop, Illustrator, InDesign, Dreamweaver, Acrobat, etc.
- Develop websites in WordPress, Elementor, Wix, and other platforms / HTML and CSS coding
- Integrate social media platforms and create social media plans
- Design & prepare files for print / annual reports, brochures, magazines, stationery, etc.
- Package design / food, beverage, pharmaceutical, sporting goods
- Digital & 3D illustration

## **THE GARFIELD GROUP**

### **Graphic Designer** | 1999 - 2001

- Major clients were medium-sized tech companies and tech start-ups, so I was heavily involved in creative product launches and branding campaigns. I also learned HTML and CSS which helped me to launch my own design business.

## **HARTE-HANKS**

### **Graphic Designer, Production Artist** | 1997 - 1999

- Major clients were banks and insurance companies, so I created direct mail campaigns, annual reports, and print ads. I supported the art directors and designers on my team with their projects too.

**Education** Bob Jones University, B.S. Graphic Design

**Awards** Logolounge - 12 logos published

**Interests** Oil Painting, Trail Biking, Traveling across Europe, Photography





# Side Hustles

**CAPTURE+COMPOSE** [captureandcompose.com](https://captureandcompose.com)

**Photographer & Retoucher**

- Group and single portraits / product shots / retouch, color correct, and perfect images

**TREE CAPTURES** [treecaptures.com](https://treecaptures.com)

**Photographer & Curator**

- Search for cool wood cross sections across the globe
- Photograph and retouch wood cross sections
- Print on canvas and ship to customer





# Kind Words



“What an amazing professional Tricia is and just a terribly positive beam in any conversation. Exceptionally proud to have her logos included year in, and year out, in the LogoLounge Book Series. I consider Tricia an exceptional designer and friend.”

—**BILL GARDNER** | FOUNDER, GARDNER DESIGN & LOGOLOUNGE.COM

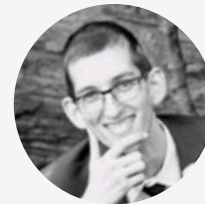


“As a marketing director, I have had the opportunity to work with Tricia Kessler for over 10 years. She brings a valuable range of creative skills to the table of any marketing department. I have

consistently found her able to quickly grasp the purpose and scope of each project, work to establish key messages and visuals, create several enticing design options from which to choose, and then finalize your collaterals on a timely basis. Tricia is a pleasure to work with, and I recommend her and her services to you enthusiastically.”

—**R. DOUGLAS HANISCH, M.A.**

DIRECTOR OF MARKETING AND COMMUNICATIONS,  
AMERICAN SOCIETY OF PERIANESTHESIA NURSES



“Tricia is one of the best designers I have ever worked

with. All I had was an idea, not even a concept and she made it come alive. I love everything she did for me. I highly recommend Tricia!”

—**BRETT SCHENK**

PRESIDENT,  
DIGITAL REVELATIONS



“I’ve had the opportunity to work with Tricia on a new look for PMA’s Fresh Connections events. The work Tricia created for this event was bold and colorful, while still being very true to our brand. Her work was top-notch and she was able to turn everything around quickly. She’s a joy to work with!”

—**KEVIN MALONE** | CREATIVE & DIGITAL EXPERIENCE LEADER, PRODUCE MARKETING ASSOCIATION

**READ MORE:** <https://kesslerdigital.com/kind-words>





# Clients

Past & Present

## CORPORATE

Best Egg Loans  
 Brubaker Inc  
 CAL-MIL  
 CandleLamp  
 Carolina Waterjet Cutting  
 Cir-Q-Tek  
 Crate-a-Shelf  
 Grillderness  
 Lyons Insurance  
 Marlette Funding  
 National Pen  
 R37 Inc.  
 Roots Property Management  
 Timely Solutions  
 Treehouse Communities

## FOOD & BEVERAGE

Clorox  
 Coca-Cola  
 DiGiorno  
 Dr Pepper Snapple  
 Dreyers Ice Cream  
 Elixir International  
 Johnson&Johnson  
 Kelloggs  
 Kraft  
 Mars  
 Masterfoods  
 PepsiCo - Quaker, Naked, Tropicana  
 P&G  
 Nestlé Confections  
 Nestlé Professional  
 Trolli  
 Unilever

## HEALTH & WELLNESS

Delaware Hospice  
 Johnson Dental  
 Landmark Chiropractic  
 Natures Stones  
 Salus Wellcare  
 W Cosmetic Surgery  
 Wrightstown Health & Fitness

## NON PROFIT ORGANIZATIONS

Cairn University  
 ChoiceOne  
 Delaware Valley University  
 Grace Point  
 Mission Kids  
 Sunday Breakfast Rescue Mission

## PHARMACEUTICAL

Bristol-Myers Squibb  
 Abraxis BioScience  
 ACPE  
 ANCC  
 AKH Inc.  
 ASCP  
 Astellas  
 AstraZeneca  
 Eisai  
 Lilly  
 NADONA/LTC  
 NAMCP  
 Ortho-McNeil  
 Takeda

## TECHNOLOGY

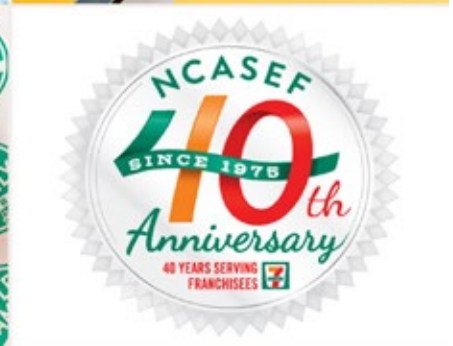
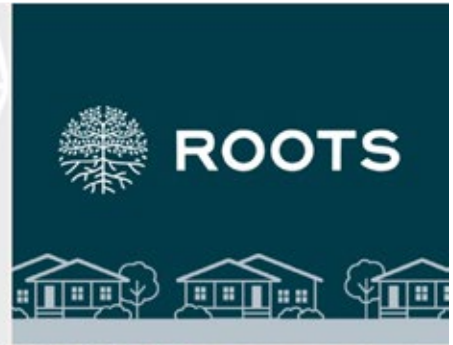
Digital Revelations  
 Forge Tech  
 Genesis Educational Services  
 ISS Solutions  
 LociHouse  
 Swift Technologies

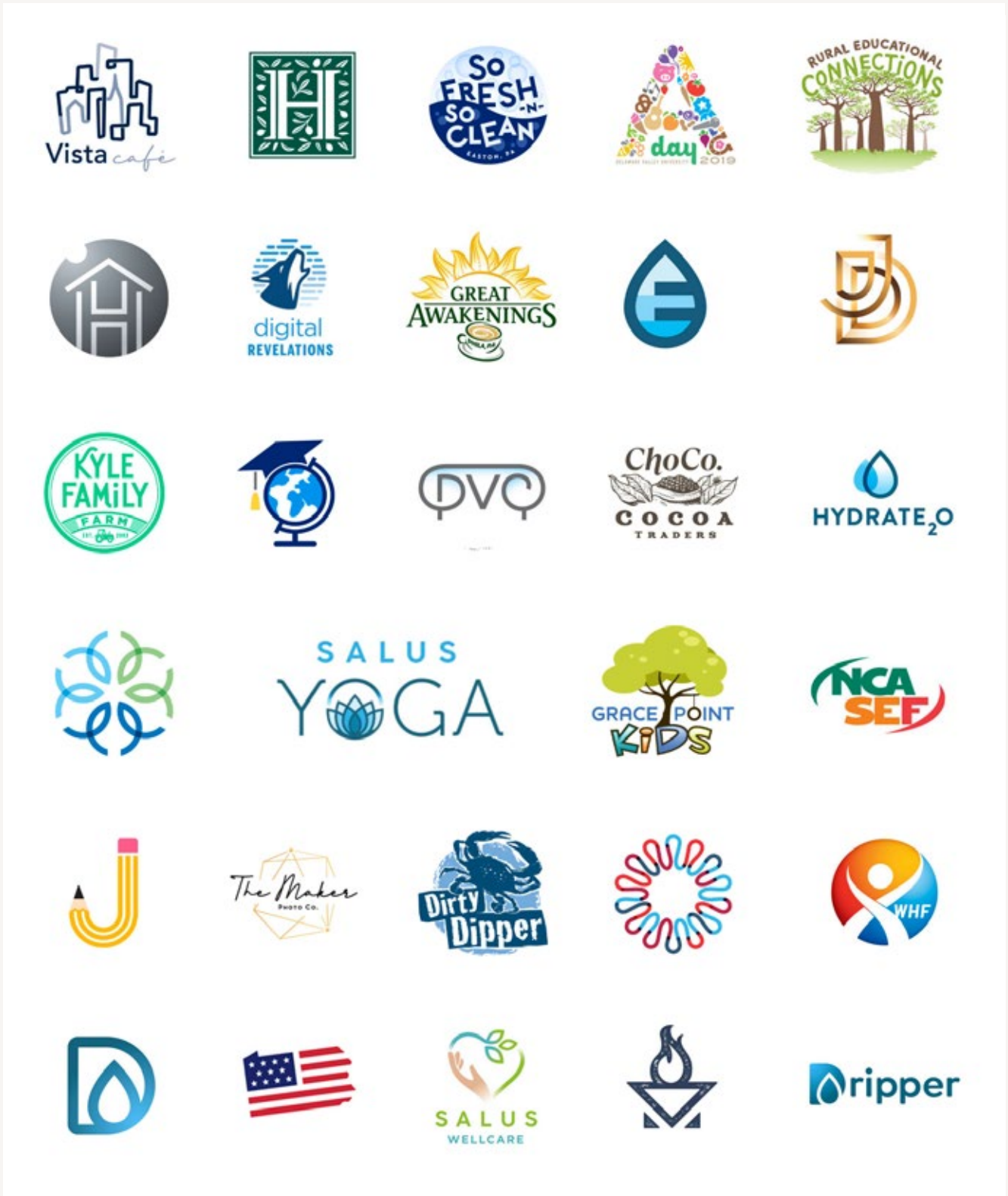
## TRADE ASSOCIATIONS

American Society of PeriAnesthesia Nurses  
 Epilepsy Foundation of Eastern PA  
 National Coalition of 7-Eleven Franchisees  
 Produce Marketing Association (PMA)

**VIEW ALL:**

<https://kesslerdigital.com>





**VIEW LOGOS:** <https://kesslerdigital.com/portfolio/logos/>



Thanks  
for your  
consideration.



**tricia kessler**

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