

Tricia Kessler

Branding & Design Professional

> PRESENT

KESSLER DIGITAL DESIGN [KESSLERDIGITAL.COM](https://kesslerdigital.com)

Graphic Designer, Art Director & Interactive Guru

2001 - Present

- Create brand strategies and design concepts
- Develop websites in WordPress, Elementor, Wix and other platforms
- Design and prepare files for print: annual reports, brochures, magazines, stationery
- Package design: food, beverage, pharmaceutical, sporting goods
- Vector and 3D illustration

PROJECT SAMPLES

Portfolio	https://kesslerdigital.com/portfolio
Servkore	https://kesslerdigital.com/portfolio/servkore
Timely Solutions	https://kesslerdigital.com/portfolio/timely-solutions-k12
Landmark Chiropractic	https://kesslerdigital.com/portfolio/landmark
Foundations	https://kesslerdigital.com/portfolio/foundations
Grillderness	https://kesslerdigital.com/portfolio/grillderness
Vista Café	https://kesslerdigital.com/portfolio/vista-cafe
So Fresh N So Clean	https://kesslerdigital.com/portfolio/so-fresh
Consumer Goods	https://kesslerdigital.com/portfolio/food-ads

LOGO SAMPLES <https://kesslerdigital.com/portfolio/logos>

RECOMMENDATIONS <https://kesslerdigital.com/kind-words>

> PAST

THE GARFIELD GROUP

Graphic Designer | 1999 - 2001

- Major clients were medium-sized tech companies and tech startups. 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. 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

WHAT I KNOW

Design & Branding

Digital design
Website design
Logo Design
Print design
Brand identity
Style guides
Infographics
Typography
Email campaigns
Presentations
Advertising
Marketing
Trade show
Packaging
Prototyping
Publishing
Photography
Retouching
Troubleshooting

Development

HTML
CSS
Javascript
PHP
UX/UI
SEO
E-commerce

Content

Communication strategy
Content development
Campaign development
Project management

Tools

Adobe CC
Asana
Google Workspace
Wordpress
Elementor
Figma
Wix
Hubspot
Microsoft Office
LogoLounge

