

# Kerrilee Quinn

UX CERTIFIED SENIOR DESIGNER

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## experience

### Senior Designer.

Keurig Dr. Pepper (Keurig.com), August 2021-Present

- Design pages and digital assets for Keurig.com as well as emails and social media marketing.
- Assist in UX and consumer journey for assets created.
- Lead in executing campaigns with a team of designers on a weekly basis, including art direction for Junior Designers.
- Lead in executing brand partnerships site-wide and offsite with brands and celebrities such as Anna Kendrick, Kevin Costner, Kelsea Ballerini, La Colombe, Kahawa Coffee, Green Mountain, The Original Donut Shop, and more.
- Execute Keurig site-wide and offsite brewer launches and new product innovations.
- For each campaign/launch provide art direction for CGI imagery that is used in all assets.

### Graphic & Web Designer.

CCA Global Partners/CCA Member Solutions, March 2020 - May 2021

- Worked with a full “start-up” team to create and market programs, sites, apps, and materials for use in a “Member Center” portal for CCA Co-op Members and Groups.
- Designed things such as: websites, landing pages, ads, emails, blog posts, conference materials, gifs, videos, marketing materials, etc.

### Graphic & Web Designer.

RC Brayshaw & Company, January 2018 - March 2020

- Was responsible for numerous clients’ branding development and perpetuation across multiple media and channels.
- Designed any and all materials across print, wide format, web, app dev, etc.
- Gained and utilized knowledge of prepress prep as well as wordpress implementation.
- Additionally was responsible for development and creation of all in-house marketing materials. Clients include but aren’t limited to: New England College, Catholic Medical Center, New London Hospital, Beacon College, Kimball Union Academy, Brewster Academy, Beeline Skincare, New London Place, Sentry Hill at York Harbor.

### Editor & Graphic Designer of CT & North Editions.

Auto Solutions Magazine, Manchester, NH. 2010 - 2017.

- Graphic Designer/Editor of 2 weekly magazines. Designed all advertisements and proofed each magazine, start to finish.
- Worked with and managed 2 separate teams of sales reps and managers to efficiently produce and maintain both editions, as well as assisted production on the 3rd edition.
- Required time management skills and efficiency in meeting strict deadlines.
- Designed and maintained website.

## skills

- |                 |                   |                      |                       |
|-----------------|-------------------|----------------------|-----------------------|
| » FIGMA         | » PREMIERE PRO    | » WEB DESIGN         | » MARKETING           |
| » SKETCH        | » MICROSOFT SUITE | » PRINT DESIGN       | » ADVERTISING         |
| » PHOTOSHOP     | » GOOGLE SLIDES   | » ILLUSTRATED VIDEOS | » COMMUNICATION       |
| » ILLUSTRATOR   | » WORDPRESS       | » PHOTO EDITING      | » MANAGEMENT          |
| » INDESIGN      | » HTML/CSS        | » LOGO DESIGN        | » CONCEPTUAL THINKING |
| » AFTER EFFECTS | » UX DESIGN       | » BRANDING           | » PROJECT MANAGEMENT  |

## degree

### GENERAL ASSEMBLY (2023)

UX Certification

PARSONS THE NEW SCHOOL FOR DESIGN, New York, NY. (2010)

BBA, Graphic Design & Management.

ART INSTITUTE OF BOSTON, Boston, MA (2005 - 2007)

(Transfer) BFA, Graphic Design