



KELLY MCNICHOLAS

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WORK EXPERIENCE

The Ohio State University / The Arts Initiative Design and Communications Lead / May 2013–2016

Responsible for key project streams to bring the largest contemporary art exhibition to date displayed at the galleries including; overseeing the visual design and execution of all graphics and promotional materials for the exhibition, strategically purchasing advertisements and promotional materials, and coordinating communication strategies with Columbus press. The exhibition included 77 works from contemporary masters such as Marlene Dumas, Andy Warhol, and David Hammons and became an intricate part of two Ohio State semester courses taught on campus.

- Responsible for promotion of two contemporary gallery spaces, a partnership with the Royal Shakespeare Company in Great Britain, and a committee that facilitates partnerships with area arts organizations and the university
- Managing and leading a team of student designers, writers, and marketers and delegating and reviewing projects
- Managing web and social media presence
- Writing and editing press releases and coordinating with the press
- Grant writing and development
- Acting as an advisor for a student-run sister gallery
- The design duties from my previous position as a Design Assistant

Capital Graphic Design

Freelance Designer / January 2014–Present

- Responsible for branding and designing a quarterly magazine for the National Hemophilia Association, Ohio chapter
- Creating flyers, posters, Facebook advertisements and more for orthodontic practices
- Creating a digital and interactive publication for orthodontic patients

MOTE Galleries

Associate Director / June 2014 - Present

- Responsible for curating exhibitions
- Hosting artists-in-residence
- Promoting and documenting exhibitions
- Writing about and reviewing peer exhibitions.
- Making something out of nothing.

EDUCATION

The Ohio State University
Graduated May 2013 Summa Cum Laude
Bachelor of Science in Visual Communication Design
Cumulative GPA 3.92

Columbus Dispatch Newspaper Freelance Design / July 2013–September 2013

- Responsible for working in a group to research, test, and propose a mobile application to navigate the daily newspaper
- Proposed a final user interface and user experience developed through UX analysis, user personas, story boarding, and user testing.

The Ohio State University / City Center Gallery Gallery Director / June 2012–May 2013

- Responsible for managing a student run gallery by curating and designing exhibitions
- Organized and promoting a call for entries
- Organized voting meetings
- Installed exhibitions and restoring the space after exhibitions

The Ohio State University / The Arts Initiative Design Assistant / August 2011–May 2013

- Responsible for designing promotional materials for Urban Arts Space and Hopkins Hall Gallery
- Coupling the university brand guidelines with the galleries' brand guidelines while branding unique exhibitions,
- Designing postcards, posters, gallery guides, brochures, print and digital advertisements
- Creating new promotional materials when appropriate
- Maintaining weekly digital ads and monthly calendars
- Designing window displays and signage.
- Creating a forms system for greater usability
- Creating a detailed architectural floorplan of the galleries

PROGRAMS AND TOOLS

Proficient in: the Adobe Creative Suite - Indesign, Illustrator, Photoshop; Adobe Audition, Adobe After Effects, Issuu, Dropbox, work with both a digital print shop and screen print shop, Mail Chimp, Constant Contact, Drupal 4-7, Buzzsprout, Google Apps, Piwik, MS Office, Moqups, and Survey Monkey.



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VOLUNTEER WORK AND ACTIVITIES

The Ohio State University / Scarlet Magazine

Design Director / Aug. 2012– Aug. 2013

- Responsible for leading a team of ten student designers through the magazines production
- Re-branding the magazine and writing brand guidelines designing magazine layouts and combining the work of multiple designers
- Designing a website, posters, flyers and brochures to promote the magazine

Columbus Idea Foundry

Designer and Docent / Aug. 2012– March 2013

- Responsible for assisting the Art Director with design projects including fliers, posters, signage and promotional videos
- Attending volunteer open hours
- Walking patrons through the space and answering questions, answering the phone