

KELLI E. ESQUILIN

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EDUCATION

MS | 2013–2015

Communication Design

Pratt Institute

BFA | 2007–2011

Journalism & Graphic Design

Hampton University

CERTIFICATIONS

- CMU: User Experience Design
- LinkedIn Learning: Project Management Foundations

TOOLS & SKILLS

Design Tools:

- Adobe Creative Cloud (InDesign, Illustrator, Photoshop, XD, Express)
- Figma
- Sketch
- InVision
- Canva
- Coolers

Workflow & Collaboration:

- Workfront
- Microsoft Office Suite
- Google Workspace
- Mural
- Marketo
- Wrike

Core Skills:

- Brand Identity Systems
- Layout Design & Optimization
- Typography & Color Theory
- Web & Email Design
- Print Production
- Wireframing & UI Concepts
- Style Guides & Templates
- Project Coordination

SUMMARY

Experienced graphic designer with 10+ years of multi-industry expertise in brand identity, digital design, and marketing collateral. Adept at managing cross-functional creative projects across print and digital platforms, with a proven track record of building compelling brand visuals for national campaigns and high-visibility events. Known for creative leadership, design system stewardship, and delivering high-volume assets in deadline-driven environments. Passionate about driving consistency, clarity, and conversion through design.

EXPERIENCE

DIGITAL DESIGNER

WWEX GROUP – REMOTE

6/2024 – PRESENT

Notable: Sole designer across four brands for several months, delivering a high volume of branded marketing, sales, and internal comms materials under tight turnarounds.

- Created cross-brand digital and print collateral including one-sheets, email headers, blog/social graphics, and internal DEI visuals
- Balanced design systems across distinct brand guidelines to ensure consistency and clarity across all touchpoints
- Developed editable templates for partner and sales teams, streamlining asset production and increasing speed to market
- Collaborated with marketing and communications leads on campaign strategy, brand positioning, and layout hierarchy

DIGITAL DESIGNER

NATIONAL RETAIL FEDERATION (NRF) – REMOTE

2/2020 – 3/2024

Notable: Led branding for NRF NXT 2021 and NRF Supply Chain 360 2022, two of the organization's premier national events.

- Produced digital and print assets including event branding, landing pages, ads, signage, social media graphics, and in-store displays
- Adapted in-person event experiences into fully digital campaigns post-COVID, boosting virtual engagement
- Designed branded templates and toolkits for internal and partner use, enhancing scalability and consistency

GRAPHIC DESIGNER (FREELANCE)

MICROSTRATEGY

12/2019 – 2/2020

Notable: Produced branded assets for national events with 10K+ attendees, maintaining visual consistency across print and digital platforms.

- Delivered design work for event communications, flyers, emails, websites, and social media
- Built and maintained visual style guides to ensure alignment across teams and content formats

GRAPHIC DESIGN CONTRACTOR

SOUTHWEST AIRLINES PILOTS' ASSOCIATION (SWAPA)

3/2019 – 9/2019

Notable: Led creative for SWAPA's new website and mobile app redesign, from wireframes to final UI.

- Designed sitemap, wireframes, and polished UI for a fully responsive site and app
- Directed layout and production of monthly print magazine Reporting Point, coordinating across departments

GRAPHIC DESIGN

SOUTHWEST AIRLINES PILOTS' ASSOCIATION (SWAPA)

3/2019 – 9/2019

Notable: Created cohesive design for the Annual Leadership Development Conference, including a 100-page printed program and full event collateral.

- Designed print and digital communications including flyers, brochures, newsletters, website assets, and ads
- Maintained and enforced style guidelines to ensure brand consistency across departments and deliverables