

Kelly Peragallo

Senior Brand/Visual Designer

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Highly adaptable, award-winning designer with over ten years of experience specializing in visual brand & identity systems, product launch campaigns, and interactive design. Hands-on creator of engaging, polished creative that helps drive business objectives.

Skills

- Branding & Identity
- Art Direction
- Landing Pages
- UI Design
- Email Campaigns
- Illustration
- Basic Animation, Editing
- Social Content
- Style Guides

Proficiencies

- Figma
- Adobe Illustrator
- Adobe Photoshop
- Adobe After Effects
- Adobe Indesign
- Wordpress
- CVENT
- Ceros
- Basic HTML/CSS/JS
- G-Suite, Asana, Jira

Experience

Lead Brand Designer | TPT (acquired by IXL Learning) Remote, 08/2022 – 04/2023

- Scaled rebrand across marketing and product systems: authored style guide, visual component libraries, presentation templates, as well as art direction for implementation pre and post launch.
- Enhanced landing page quality and decreased turn-around times by leading efforts to onboard onto EditorX, resulting in a responsive modular library and subsequent workshop with the design and engineering teams.
- Restructured content and visuals of growth marketing, sales/AM collateral by developing a polished library with better hierarchy and overall design – resulting in a streamlined process and shorter turn around time.

Senior Brand Designer | TPT (acquired by IXL Learning) Remote, 08/2020 – 08/2022

- Developed visual system and designs for TPT's first hybrid version of its annual conference.
- Consistently delivered engaging creative for seasonal and sale campaigns, spanning emails, in-product promotion, and social media designs.
- Key member of a small design team that concepted and developed TPT's interactive learning tool, Easel and subsequent launch campaign, within a 6-month window of opportunity during the pandemic.

Brand Designer | Greenhouse Software NYC, 10/2019 – 04/2020

- Assumed a pivotal role within a small, high-performing team in developing Greenhouse's visual identity platforms during a company-wide rebrand effort, including social media templates, brand-guide microsite, and internal/external launch collateral.
- Developed designs for thought leadership campaigns aimed at growing enterprise side of the business, including e-books, landing pages, and digital promotion via social media and rich media ads.
- Partnered with CX leads to spearhead the redesign efforts for Greenhouse's support pages, improving the accessibility and inspiring a larger overhaul.



Senior Art Director | Intouch Group (acquired by Eversana) Kansas City, 10/2017 – 07/2019

- Leading member of a large, cross-functional creative team at a full-service agency. Spearheaded concept and creation for the launch of a new drug for a large client, Teva, resulting in an award-winning campaign.
- Crafted winning RFP responses, resulting in a dedicated spot on the founding team for a new branch of the agency, “Intouch Proto” to accommodate new business generated.
- Secured incremental revenue growth through the design and development of a social-first brand identity and style guide, inspiring other accounts to request and adopt.

Interactive Designer | Tapad (acquired by Experian) NYC, 06/2015 – 08/2017

- Led the design of award-winning interactive offerings from pitch to production, securing new business and incremental revenue from clients such as Barefoot Wines, Viacom, and Acura.
- Ensured the technical feasibility of the creative vision through collaboration with engineering teams, junior designers/animators.
- As the second design hire, led the development of an internal branding library for Tapad Creative, optimizing cross-functional collaboration with marketing and increasing efficiency.

Graphic Designer | Liqui-Mark Long Island, NY, 04/2014 – 05/2015

Junior Art Director (Intern) | LF O’Connell Long Island, NY, 09/2013 – 02/2014

Associate Designer | J. Jill Boston, MA, 04/2012 – 08/2013

Education

Bachelor of Arts in Graphic Design & Art History

Emmanuel College, 2012 – Boston, MA

Certificate in UX Design

General Assembly, 2017 – New York, NY

Recognition

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| • Pharma Choice Multi-channel Gold Winner | • Featured in Campaign US’s Recommendation Engine | • Communicator of Excellence Award for MTV’s VMAs Interactive Video |
| • Communicator Award: Marketing Effectiveness for Acura | • IAC Award for Tootsie Pops | • Awarded Jacqueline Penney Art Scholarship |
| • Featured on The Drum’s Top 50 Under 30 | • Marcom Gold Award for MTV’s VMAs, Interactive Video | |