



Kelsey Waughen

EDUCATION

KUTZTOWN UNIVERSITY

Graduated May 2019

BFA, Communication Design |
Interactive Design and Advertising

DESIGN EXPERIENCE

Designer | Designathon | Kutztown, PA | 2017 - 2019

- Led a team to design and animate a motion graphics video in benefit of The Seed Farm and Second Harvest Food Bank
- Coordinated with a team to develop a social media advertisement package for live liver transplant patients at the Yale New Haven Hospital
- Maintained contact with the client throughout the entire project

Freelance | Various Clients | Hershey, PA | 2017

- Conceptualized and carried out logo design for a small business, musicians, and a dance group
- Communicated with clients on a regular basis
- Updated clients with timelines and workflow

Public Relations Chairman | Zeta Tau Alpha Fraternity | Kutztown PA | 2017 - 2018

Sorority Programs Council Position: Graphic Designer

- Organized the design and creation of flyers, social media profile pictures and Snapchat Geofilters to advertise events on and off Kutztown University's campus

WORK EXPERIENCE

University Mascot | Kutztown University | Kutztown, PA | 2016 - Present

- Avalanche the Golden Bear: Kutztown's mascot
- Maintaining school spirit and bringing excitement to all events on and off campus

Professional Costume Performer | Hershey Entertainment and Resorts | Hershey PA | 2016 - Present

- Ranger Scratch: Contracted to keep the integrity of the show and performing six days a week, five shows a day.

Candy Costume Character | Hershey Entertainment and Resorts | Hershey, PA | 2014 - 2016

- Delighted guests by providing a memorable "Hersheypark Happy" experience
- Anticipated the guests' needs for the safety of the guests and characters

COMMUNITY SERVICE

Adopt A Block:

- Cleaning up trash around the Kutztown community

Zeta Tau Alpha Fraternity:

- Raising money for breast cancer education, awareness and survivor recognition

ACTIVITIES & HONORS

- Dean's List | Spring 2018 - Fall 2019
- Zeta Tau Alpha Fraternity Member and Ritual Chairman | Fall 2016 - Spring 2019
- National Society of Leadership and Success | Fall 2016 - Spring 2019
- International Association of Amusement Parks and Attractions, nomination for "Best Female Performer" 2017
- International Association of Amusement Parks and Attractions, winner for best "Edu-tain-ment" show 2016

QUALIFICATIONS

- Proficient in Adobe Creative Cloud, Illustrator, Photoshop, After Effects and InDesign
- Fluent in HTML, CSS, SCSS and UX/UI design
- Familiar with Digital Photography, Microsoft Office Applications, and Keynote
- Experienced with social media platforms