



COLLEEN KISELKA

ART DIRECTOR



Bristol, RI 02809



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(401) 573-4626



ColleenKiselka.com

SKILLS

- Design Thinking
- Creative Strategy
- Creative Direction
- Big Idea Generation
- User Interface Design
- Photography
- Web Design
- Branding
- Tradeshows
- Logo Design
- Packaging
- Adobe Creative Suite
- Microsoft 365
- ERT Member
- Toastmaster Member

EDUCATION

After Effects Class

Rhode Island School of Design
2019

Course work in Marketing

Salve Regina University
2013

Bachelor of Fine Arts

Rhode Island College
1999-2003

WORK EXPERIENCE

Senior Art Director – Digital

CVS Health / Woonsocket RI / 2014-Present

- Produced digital media to support integrated marketing campaigns for ExtraCare, MinuteClinic, Pharmacy, HealthHUB, Optical, CVS.com and Front Store.
- Collaborated and developed ExtraCare Loyalty Brand Guidelines & Creative Presentation Template.
- Translated marketing/strategy briefs into engaging big idea creative projects.
- Facilitated professional development on 4D methodology (Design Thinking).

Design Director

inMusic Brands Inc / Cumberland, RI / 2007-2014

- Collaborative and insightful leader, who managed the design of multiple brands and a team of designers.
- Mentored and motivated cross-functional teams and designers to perform above expectations.
- Produced breakthrough creative, from concept to completion, which yielded positive results.
- Reorganized collaboration with marketing team to effectively create and manage brand identities, both globally and locally, across multiple mediums and markets.
- Exceeded company expectations with numerous campaigns and product launches resulting in being awarded The Employee of the Year.

Art Director

Colangelo Synergy Marketing / Darien, CT / 2005-2007
LW Brand Design Inc. / Westport, CT / '03-'05

- Provided brand consulting, creative direction and design for client and agency assignments.
- Created and pitched design campaigns garnering new business for agency.