



KELLEY CROWLEY

CONTACT



+1 (334)444-8240



KMCRMY@HOTMAIL.COM



KELLEYCROWLEY.COM

EDUCATION



UNIVERSITY OF MONTEVALLO

BACHELOR OF FINE ARTS
+art history minor

ABOUT ME

I am a creative and experience-driven graphic designer with a Bachelor of Fine Arts in Graphic Design and a minor in Art History from the University of Montevallo, graduating in 2015. I am extraordinarily lucky to share my life with my husband Dylan and our two children, Evelyn and Liam and a proud Birminghamian of 15 years!

With extensive experience in corporate, retail, and nonprofit settings, I specialize in branding, marketing, and packaging design. I am passionate about crafting compelling visual narratives and delivering high-impact creative solutions that enhance brand identity and audience engagement. I have designed around branded materials for clients and partners such as Minecraft, Mojang, Sony, Nintendo, Xbox, BBC, NASA, Disney, Nickelodeon, IMAX, Children’s Museum of Boston, etc. as well as original content. I also have extensive multi-level experience in both corporate retail and nonprofit settings. This wide range of experience has greatly added to my arsenal of visual inter-office and client communication skills.

EXPERIENCE

MINECRAFT via TGD

Marcom Art Team, Integrated
Senior Visual Designer | June 2025 to Present
Graphic Designer | Feb. 2022 to June 2025

I was hired initially as the integrated graphic designer for new games, namely Minecraft Dungeons. I onboarded with the marcom team, then assisted the Central Creative team with Mojang projects. I became the primary marketing designer for the two newest game IPs, Minecraft Legends and Minecraft Dungeons II. I managed the entire concept-to-launch creative process, ensuring a seamless omnichannel experience. In addition, I spearheaded three global packaging projects for Minecraft’s vanilla game releases, overseeing the refresh of 67 SKUs while collaborating with Xbox, Sony, and Nintendo to execute both digital and physical assets. My role extends across all four Minecraft IPs as well as the core brand and internal communications, where I have contributed to merchandising collaborations, social media assets, PDP frameworks, partnership marketing, and in-game content capture. In 2024 I was additionally trained to regularly provide games capture support to our video team via in-game acting. Most recently, I assisted with shooting content for the Minecraft Movie cosmetics package, Minecraft Live, and Minecraft Dungeons II launch footage.

SKILLS

PHOTOSHOP

ILLUSTRATOR

INDESIGN

FIGMA

RETAIL DESIGN

PACKAGING DESIGN

PROMOTIONAL DESIGN

PRINT PRODUCTION

INTERNAL COMMS

INFOGRAPHICS

BRANDING

LOGO DESIGN

SOCIAL MEDIA

PHOTO EDITING

PROJECT MANAGEMENT

REFERENCES

AMANDA DUNCAN

TGD, First Party Games

Graphic Designer

amandab@tengundesign.com

JULIE TOOMEY

TGD, Minecraft

Marketing Manager

v-jtoomey@microsoft.com

EXPERIENCE CONT.

MCWANE SCIENCE CENTER

Marketing Graphic Designer | Oct. 2018 to Jan. 2021

Manager of Marketing Design | Jan. 2021 to Feb. 2022

As the Manager of Marketing Design, I led the creation of museum-wide marketing materials, branding, and publications. I managed the design and execution of Eureka, the museum's quarterly publication, both physical and digital copies as well as developing marketing, signage and promotional assets for the annual Beaker Bash fundraiser. My work supported multiple departments by designing logos, ad campaigns, social media content, and branded materials for educational initiatives such as Kitchen Science, Gift Membership promotions, and the Name a Shark campaign.

ALABAMA SYMPHONY ORCHESTRA

Design & Publication Manager | Feb. 2017 to Oct. 2018

In this role, I oversaw all digital and print production for the ASO and the ASYO (youth orchestra). This included mailer outreach, handouts, flyers, promotional posters, and publications such as the multi-annual OPUS publication that detailed current and upcoming series and public events. I also handled the ASO's vendor relations and digital marketing need such as social media posts, sliders and website assets as well as creation, copy, distribution, deployment, and management of all emails to the partons utilizing Constant Contact.

BOOKS-A-MILLION

Production Assisant, acting Graphic Designer

Dec. 2015 to Feb. 2017

I designed original promotional artwork for events and social, as well as digital assets for POS pinpad rotations and digital boards. I routinely worked with vendor-provided assets that required close collaborative efforts with companies such as Nickelodeon and Disney for promotional materials. I helped design and produce in-store signage, print materials, annual gift guides, store displays, and even merchandise such as bookmarks, totes, and buttons. In my production capacity, I oversaw the production of monthly and seasonal print peices as well as utilizing a ticketing system to assist stores with ordering/trouble-shooting necessary supplies and marketing signage.

LIFETOUCH

Studio Photographer | Sept. 2012 to Sept. 2020

My responsibilities as an on-site photographer were varied and included store management, photographing clients, designing layouts, and sales promotions/packages, clerical duties and data entry for client profiles and preferences. I strove to always provide excellent customer service experiences on the sales floor to ensure guest's satisfaction from booking sessions to the receipt of product.