



KELLEY CROWLEY

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KELLEYCROWLEY.COM

EDUCATION



UNIVERSITY OF
MONTEVALLO

BACHELOR OF
FINE ARTS

ABOUT ME

I am a creative and detail-oriented 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.

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, Disney, Nickelodeon, IMAX, Children's Museum of Boston, NASA, etc. as well as original content. I have extensive multi-level experience in both corporate retail and nonprofit settings. This range of experience has greatly added to my working arsenal of inter-office and client communication skills.

EXPERIENCE

MINECRAFT - TEN GUN DESIGN

Marcom Art Team, Integrated Graphic Designer
February 2022 to Present

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 newest game IP, Minecraft Legends. I managed the concept-to-launch creative process, ensuring a seamless omnichannel experience. In addition, I spearheaded two 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 three Minecraft IPs as well as 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 outfitted to provide games capture support to our video team. Most recently, I assisted with shooting content for the Minecraft Movie cosmetics package and Minecraft Live/game update footage as well.

SKILLS

PHOTOSHOP

ILLUSTRATOR

INDESIGN

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

Manager of Marketing Design | October 2018 to February 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 | February 2017 to October 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 patrons utilizing Constant Contact.

BOOKS-A-MILLION

Graphic Designer | December 2015 to February 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 pieces as well as utilizing a ticketing system to assist stores with ordering/trouble-shooting necessary supplies and marketing signage.

LIFETOUCH

Studio Photographer | September 2012 to September 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.