

KELSEY WATKINS

201 S. Palm Ave, Apt 403, Sarasota, FL 34236
417-844-1098, kwatkin1@c.ringling.edu
www.Kelsey-Watkins.com

EDUCATION

Ringling College of Art & Design, Sarasota, FL
Bachelor of Fine Arts in Game Art, Minor in Creative Writing, May 2020

Drury University, Springfield, MO
Bachelor of Arts in Fine Arts, Graphic Design and Design Arts, and Visual Communication, May 2016
Drury Spotlight Award for Student Involvement and Experience 2015
Dean's List 2014-2016. GPA 3.6/4.0

EXPERIENCE

Vice President, TEA NextGen, Ringling College of Art & Design, Sarasota, FL, January 2018 - present
Leads a weekly meeting, event, or outing for the Themed Entertainment Association NextGen chapter on campus:

- Organizes logistics and scheduling of events the club hosts or attends
- Acts as liaison between the club and potential professional guests
- Delegates tasks to other club leaders in order to maximize efficiency

Student Assistant at Ringling College Institutional Technology Department, Sarasota, FL, Summer 2018
Provided numerous services to the "most wired campus" according to US News & World Report:

- Disassembled and reassembled computers for yearly maintenance and cleaning
- Troubleshoot hardware issues with computers
- Received and delivered telephone messages as necessary
- Transported computers, monitors, and Cintiqs safely across campus
- Checked the quality of hundreds of Zbook laptops for incoming freshmen
- Performed imaging on laptops and computers

Prop Design Intern, Dungeons of Doom, Springfield, MO, Summer 2017
Provided a number of services for a seven story haunted attraction:

- Designed 3D maze paths in SketchUp from blueprints to optimize haunted attraction space
- Constructed physical props and airbrushed accents on architecture

Package Designer, Purell, Sarasota, FL, Fall 2016
Collaborated with a disciplined team to rebrand a hand sanitizing product package:

- Researched target markets and their habits extensively through surveys
- Rendered multiple designs and illustrations of the packaging
- Constructed physical mockups of product

Brand Director, Nelson SWAG, Springfield, MO, Spring 2016
Developed an online branding strategy for a screen printing company, resulting in a 30% increase in online traffic:

- Launched, designed, and created content for the website, online store, and social media
- Assisted in designing apparel, heat pressing vinyl, and packaging goods

Design Intern, Modern Crayon, Springfield, MO, Spring 2014 - Fall 2015
Provided a number of services for a design firm:

- Produced illustrations to be used on several shirts, designs, and packaged goods
- Researched consumer sales psychology to design and optimize a store layout
- Communicated with clients on tightening up designs

SKILLS

Expert in Unreal Engine 4, Adobe Photoshop, Illustrator, and InDesign; certified in Microsoft Software; advanced proficiency in Maya, Substance Designer, Zbrush, SketchUp, Python, Perforce, Adobe Premiere, and AutoCAD