

kyrajwells

DESIGN & CREATIVE LEADER

kyrajwells.com | kyrajwells@gmail.com

Skilled creative professional with diverse experience spanning **design, marketing, visual storytelling, video production, art direction, and brand creative**. With a proven track record in creative conceiving, strategic thinking, and leadership. I bring a unique blend of skills to every project, ensuring innovative solutions that meet business and consumer needs. Adept at managing creative teams, leading cross-functional projects, and delivering high-quality work under pressure.

Leadership & Advocacy

President, AIGA Cleveland Aug. 2023-Present

- Spearhead strategic vision and organizational leadership, driving initiatives for professional development, fostering community and collaboration, and advocate for the advancement of design professionals.
- Oversee the development and implementation of innovative programs and events aimed at promoting design excellence, professional development, and networking opportunities for members by 10+ volunteers
- Cultivated and maintained partnerships with industry stakeholders, educational institutions, and community organizations to amplify the organization's impact, expand its reach, and advocate for the value of design.

Graphic Design Instructor, Aug. 2023-Present Cuyahoga Community College

- Designed and implemented curriculum encompassing fundamental principles and techniques in graphic design using Adobe Suite.
- Mentor and guide students through conceptualization, design process, and project execution, fostering their individual creativity and critical thinking.

Boards & Committees

- CSU Art & Design Advisory Board
- Cuyahoga Community College Design Advisory Board
- Lead African American Resource Network, American Greetings
- VP, Young Professionals Resource Network, American Greetings (2022-2024)

Education

B.A. Graphic Design
GPA 3.9 - Summa Cum Laude
Cleveland State University
May 2020

Associate Degree
Visual Communication
Design
Cuyahoga Community
College December
2017

Creative Experience

Project Manager, LAND studio

May 2025-Present

- Develop creative strategy and manage the full lifecycle for high-visibility million-dollar public art and placemaking projects, including design development, approvals, installation timelines, external creative vendors, photographers, and fabricators.
- Directed artists, designers, and creative partners through concept development, design refinement, and final installation, ensuring work aligned with project vision, brand goals, and community context.
- Develop strategic project narrative presentations, messaging, visual communications, and storytelling assets for clients and external stakeholders.

Creative Marketing Designer, American Greetings

Jan. 2021-May 2025

Art Direction • Campaign Design • Social Media Content • Brand Marketing

- Translate business and marketing strategies into trend-forward creative assets, including advertisements, social media content, and promotional materials that help drive category engagement, sales, retention, and positive customer behaviors
- Cross-functional creative leadership and collaboration with **editorial division, photo studio, video production, social media manager, shopper marketing and freelance creative** for the development of compelling visuals that effectively communicate brand narratives and drive consumer engagement.
- Identified and corresponded with external production partners for hire, assessing their portfolios and expertise to ensure alignment with project needs and brand aesthetics.
- Provided detailed specifications, moodboards, and on-set direction, clearly outlining project requirements and expectations to facilitate accurate and timely deliverables.
- Managed follow-up tasks, including invoicing and securing necessary legal transfer of work rights, to ensure seamless project completion and compliance with contractual agreements.

Key results:

- Created top performing social media videos of 2024, with engagement rates reaching **66%**
- Conceptualized and executed innovative marketing campaigns for **14** American Greetings brands.
- Lead creative direction for Walmart, Kroger, and Meijer, HEB Campaigns which supported securing **4** business contracts

Designer & Media Producer, Act 3 Creative

Oct. 2017-Mar. 2020

- Collaborated with directors and clients to assess promotional needs, developing storyboards, shot lists, and interview questions to guide production.
- Provided on-set art direction, overseeing videography, shot composition, and interview execution.
- Managed post-production workflows, including ingesting, organizing, and editing footage to create multiple video versions optimized for various platforms.

Key Skills

Creative Strategy • Brand Strategy • Creative Leadership • Project Management • Art Direction • Graphic Design • On-Set Creative Direction • Talent Management • Creative Concept Development • Visual Communication • Social Media Content Creation • Video Production • Event Production