BOB KELLY

bobkellydesigns.com
designs.bob@gmail.com 610.772.4900

Designer/Front-End Developer
Blue Cross Blue Shield Global Solutions (formerly GeoBlue)
Jan 2025-Present
As the primary in-house designer, I partnered with the Creative Director, project managers, and cross-functional teams to execute the company's visual brand across print and digital channels. Supporting a global business within a $500M+ enterprise ecosystem, I produced high-quality creative assets, managed digital platforms, and contributed to process improvements that enhanced team efficiency and collaboration.

Key Responsibilities & Contributions
Served as the organization's sole in-house designer, producing more than 400 creative projects and marketing assets annually across print, digital, web, email, and social media.

Designed and developed digital marketing assets, including email campaigns and templates in Salesforce Marketing Cloud.

Created branded content for social media, marketing campaigns, sales collateral, presentations, and web experiences.

Provided creative direction and design oversight for freelance designers and external agencies, ensuring consistent brand execution.

Led the implementation, administration, and team training for the company's Content Management System (CMS) and Digital Asset Management (DAM) platform, improving content organization and asset accessibility.

Researched, evaluated, and led the department-wide implementation of a Collaborative Work Management (CWM) platform, developing workflows and training teams to improve project visibility and operational efficiency.

Selected to participate in the company's AI pilot program, exploring emerging AI tools and identifying opportunities to enhance creative workflows and team productivity.

Served as the backup to the Senior Project Manager, coordinating project timelines, approvals, stakeholder communication, and resource planning through Adobe Workfront to ensure projects remained on schedule.

Graphic Designer
Geoblue
Apr 2019-Jan 2025
As the primary in-house designer, I partnered with the Creative Director, project managers, and marketing teams to execute print and digital creative across a global enterprise. I acted as the primary production designer, translating marketing strategies into finished assets while contributing to improvements in creative operations and digital workflows.

Graphic Designer
DID Agency
Sep 2014-Aug 2018
Prepared production-ready files for commercial print, including prepress setup, quality control, press checks, and client/printer proofs. Performed photo retouching and color correction, and adapted creative assets across multiple formats and campaigns. Designed a broad range of marketing materials, including ads, posters, web banners, promotional collateral, and large-format trade show graphics. Earned certification in mobile app creation, expanding skills in digital and interactive design.

Art Director / Production Manager
21st Century Media (formerly Journal Registry Company)
Sep 2012-Sep 2013
Managed regional art direction for sales campaigns across multiple publications, ensuring consistency and quality across all creative output. Trained design teams on Adobe Creative Suite and a new ad management system, improving adoption and workflow efficiency. Coordinated press schedules and production deadlines, ensuring newspapers and special sections were delivered accurately and on time. Designed and produced 250+ advertisements per week across multiple print publications.

Art Director / Production Manager
Journal Registry Company
Oct 2009-Sep 2012

Graphic Designer
Journal Registry Company
Oct 2007- Sep 2009

Graphic Design Intern
Stream Companies
Jun 2006-May 2007

Design Tools & Platforms
InDesign, Photoshop, Illustrator, Figma, Adobe XD, Adobe Express, Miro, Salesforce Marketing Cloud, Adobe Workfront, Zesty CMS

Core Capabilities
Art Direction, Design Reviews, Visual Design, Responsive Web Design, User-Centered Design, Accessibility (WCAG 2.2), Design Systems, Brand Identity, Wireframing & Prototyping

Code & Technical
HTML/CSS, Bootstrap, VS Code

AI
Relume, Claude Code, Midjourney, Claude, Microsoft Copilot

HUSSIAN SCHOOL OF ART
Associate's Degree
Graphic Design, 2007
GPA 3.8

Certifications

Claude Code & Claude Cowork Masterclass
Udemy
Issued Jun 2026

Learn Bootstrap Course
Codecademy
Issued Sep 2024

Learn HTML
Codecademy
Issued Jun 2024

Learn Intermediate CSS Course
Codecademy
Issued Jun 2024

Learn CSS: Flexbox and Grid Course
Codecademy
Issued Jun 2024

Figma UI UX Design Advanced
Udemy
Issued Mar 2024

Salesforce Experience Designer
Salesfore Marketing Cloud
Issued December 2022

In Progress

Javascript
Codecademy
Actively working through this course.

Awards

Best Designed Website
enjin.com
Issued Aug 2012