

# KEARA MULVANEY

## EDUCATION

### BFA, GRAPHIC DESIGN

Montana State University  
Bozeman, MT | Class of 2023

## EXPERTISE

- + Brand Identity / Visual Systems
- + Creative Direction / Execution
- + Campaign Concepting / Ideation
- + Multichannel Marketing Creative
- + Digital / Print Collateral
- + Motion Graphics
- + Photoshoot Production / Coordination

## SKILLS

- + Creative Problem Solving / Adaptability
- + Trend / Market Research
- + Project Management
- + Cross-Functional Collaborator
- + Detail-oriented

## TOOLS

- + Adobe Creative Suite
- + ChatGPT + Adobe Firefly
- + Microsoft Office Suite
- + Canva
- + Monday.com / Asana / Trello
- + Box.com
- + Klayvio
- + Figma
- + Procreate
- + Squarespace / Wix

## LEADERSHIP + INVOLVEMENT

### AERIAL INSTRUCTOR

Mountain Air Dance | 2024 - 2025

### MSU GRAPHIC DESIGN GUILD OFFICER

MSU School of Art | 2022 - 2023

## AWARDS

### MT 988 - MULTIMEDIA EXHIBITION

Traveling Installation // Spring 2022

### ANNUAL MONTANA HALL LIGHTING CEREMONY ILLUSTRATION CONTEST

First Place // Fall 2022

## GRAPHIC DESIGNER + ILLUSTRATOR

Dynamic creative with a passion for visual communication and meaningful design solutions. Driven to produce thoughtful, high-quality work that informs, inspires, and strengthens connection.

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## WORK EXPERIENCE

### GRAPHIC DESIGNER / Summit Resource International

Bozeman, MT | February 2024 - Present

- Worked on marketing team for global brand, Cat® Apparel, creating sell-in and sell-out materials for Workwear and Lifestyle business verticals in retail and DTC spaces.
- Ensured visual consistency and brand alignment in all stages of ideation, planning, and asset creation to support seasonal campaigns and initiatives.
- Global Brand Conferences: Designed sales materials, seasonal catalogs, visual merchandising tools, retail activation campaigns, and presentation decks; provided on-site technical support and AV execution during presentations.
- Photoshoots: Supported creative planning and production through sample coordination, outfit selection, shot list development, model and location scouting, creative direction, on-set execution, editing images, and digital asset organization.
- Visual Brand Identity: Conducted market research, and contributed to creative concepting, design, and execution of brand logos and iconography
- Collabs / Special Projects: Assisted in managing cross-functional initiatives, serving as a liaison between Product, Sales, and Marketing teams to align vision, timelines, deliverables, and communication.

### JR. GRAPHIC DESIGNER / Murdoch's Ranch & Home Supply

Bozeman, MT | July 2023 - February 2024

- Designed engaging promotional materials for Murdoch's Ranch & Home Supply and its vendors across diverse formats, including billboards, in-store signage, web banners, social media content, and online display ads.
- Collaborated with marketing, e-commerce, email, and social media teams to produce cohesive creative assets supporting 40 retail locations across six states.
- Managed multiple design projects simultaneously, meeting tight deadlines for proofing, finalization, and delivery of print and digital assets.

### GRAPHIC DESIGNER / MSU Culinary Services

Bozeman, MT | July 2021 - July 2023

- Worked as the lead graphic designer on the marketing team for all culinary operations on campus
- Strengthened brand identity through development of brand guidelines. Maintained visual consistency across two main dining halls (12K+ people/day)
- Created impactful digital and print materials, web and social media content, illustrations, and animations that informed students of culinary offerings

### MARKETING DIGITAL DESIGNER INTERN / Simms Fishing Products

Bozeman, MT | July 2021 - July 2023

- Worked with marketing and digital commerce teams and designed creative content for DTC emails, retail point-of-sale, social media, and web
- Conceptualized themes for seasonal campaigns
- Styled products in studio photo shoots
- Logged product images in DAM systems