

# Keely Lassig

Visual Design and Brand Strategy, UX/UI Design, Marketing

## INTRODUCTION

# About Me

With nearly 5 years of design and visual communications experience, a Bachelor's degree in Fashion Marketing, a digital marketing certification from the American Marketing Association, and current enrollment in a UX/UI certification from Google, I am a valuable asset to any team I join.

Accomplishments aside, my desire to fully understand a problem and optimize the path to a solution makes me a force to be reckoned with. My ability to be both highly analytical and strategically creative results in successful designs that resonate with my audience.

Born and raised in Atlanta, GA, I currently reside in Philadelphia, PA, as my significant other pursues an MBA from Wharton. When not working, I enjoy hiking, photography, crafting, reading nonfiction novels, and cooking.





# My Expertise



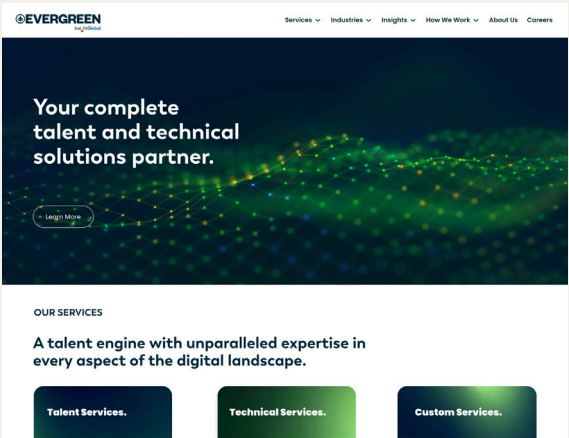
## Graphic Design

highly analytical + highly creative = great graphic designer. We do so much more than “make things look good.”



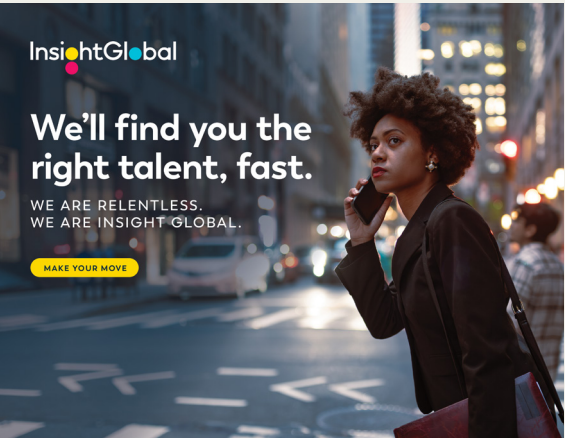
## Visual Communications & Corporate Strategy

Brands talk... I make sure they say the right things.



## UX/UI Design

The front line of a business is its website. Getting this right is critical.



## Marketing Design

Audience is king. Who are we trying to reach? What do they care about?

# My Philosophy

## Be Curious

Knowledge is power. Make your design decisions informed ones. Understanding the message and who is intended to receive it fully is a designer's most powerful tool.

## Challenge Assumptions

Don't fall victim to personal preference, Rigorous iterations and testing brings confidence to a designer's work. Understand what works.

## Lead

From stakeholders to peers—lead by example, share the process, over-communicate, and always leave room for feedback and improvement.



# My Approach



## Research

Understand your problem. What needs to be communicated? How are we going to communicate it?



## Refine

Refine the chosen direction and polish the end product.



## Principles

What are the guidelines of the design? Is there a brand we need to follow or develop?



## Hand-off

Work closely with all stakeholders to ensure a seamless hand-off.



## Audience Discovery

Who are we speaking to? What are their emotional pulls? How do they receive messages best?



## Monitor

Monitor results and ask for feedback. Always strive to do better with each project.



## Exploration

Explore a wide range of design tactics. Test, iterate, and work through the problem.

THE WORK

# Graphic Design

... is storytelling. I take complex ideas and transform them into clear, engaging messages. I love the challenge of crafting the perfect design that not only looks stunning but also resonates with the target audience and, well.... tells the story.



Case Study #1: Logo Design

# Point to the Future

## Challenge

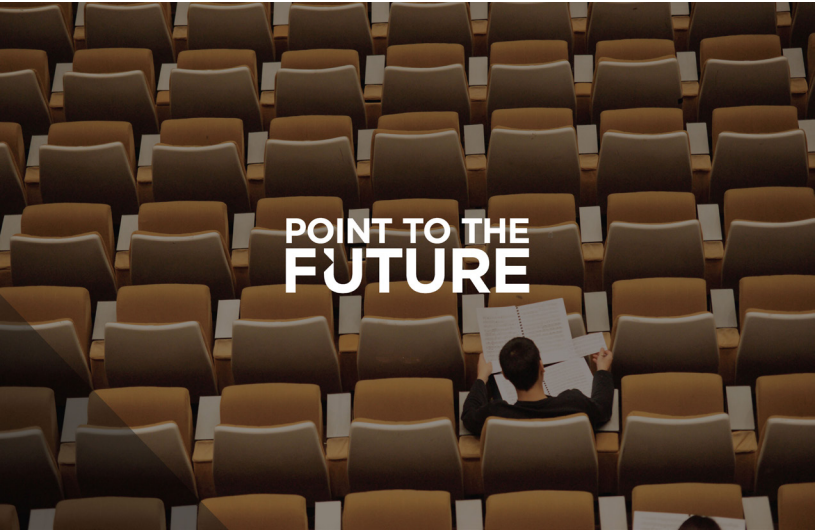
Point University’s newest scholarship, Point to the Future, required a logo that achieved two key goals: embodies the university brand and has the ability to stand on its own. The logo should reflect a professional, philanthropic, and hope-filled initiative that provides a free-tuition option for college as a benefit to working adults.

## Solution

I developed a variety of logo lock-ups that successfully bridged the gap and empowered the scholarship to stand on its own when necessary.

## Design Details

By incorporating the same font and colors, I successfully connected the scholarship logo to Point University’s brand, creating a consistent visual language. The logo’s design remains strong and memorable when presented separately from the university’s branding.





Case Study #2: Campaign Identity

# Jobs & Joy

## Challenge

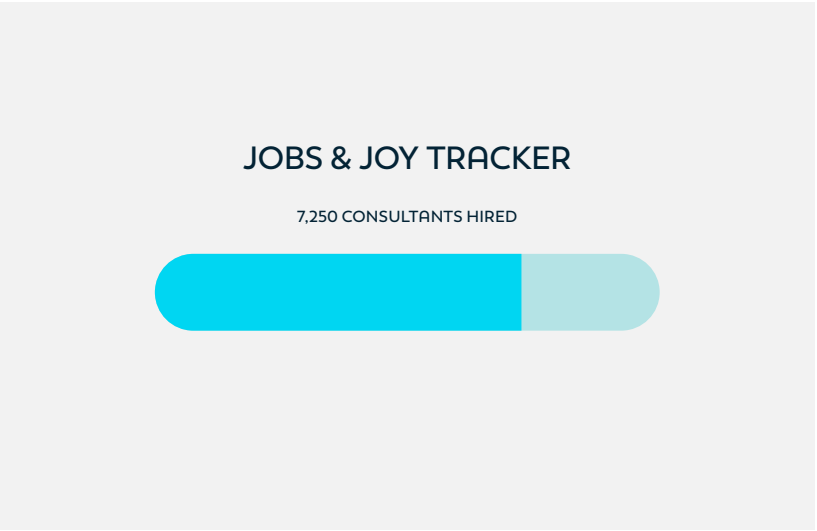
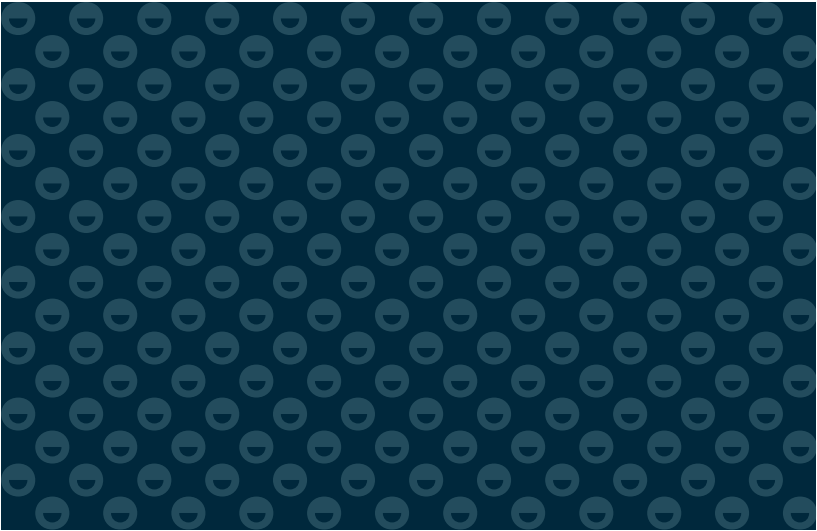
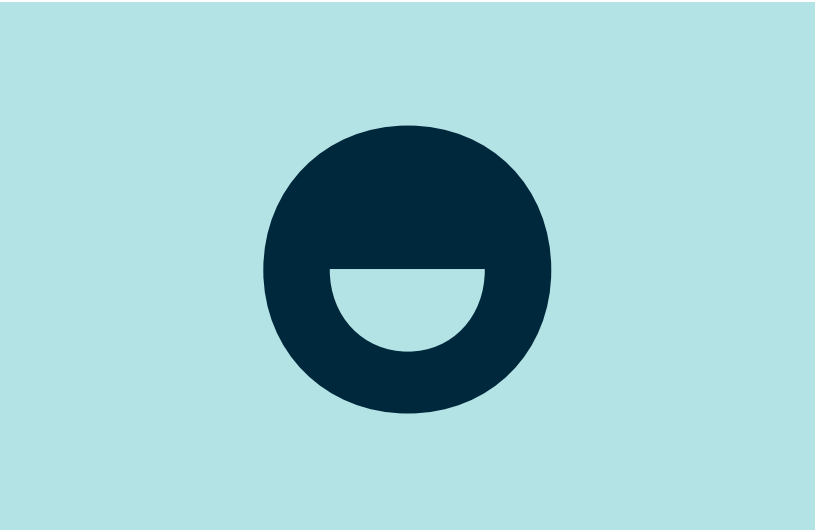
Each holiday season, Insight Global launches their Jobs & Joy initiative, donating \$2,000 for every 100th new hire. Through this initiative, IG will hire 10,000 new people, giving them the opportunity to pay it forward and support one of our eight amazing charity partners. Insight Global needed an exclusive identity to accompany this initiative to both gain recognition year after year, and evoke excitement and motivation across the entire sales division.

## Solution

The result is a campaign identity that is simple enough to fit within Insight Global’s brand, yet strong enough to be recognized year after year.

## Design Details

Inspiration for the Jobs & Joy logo comes directly from Insight Global’s logo. It features an icon within the word mark that has been pulled out and featured in various ways throughout the identity.



Case Study #3: Personal Brand

# &creative

## Challenge

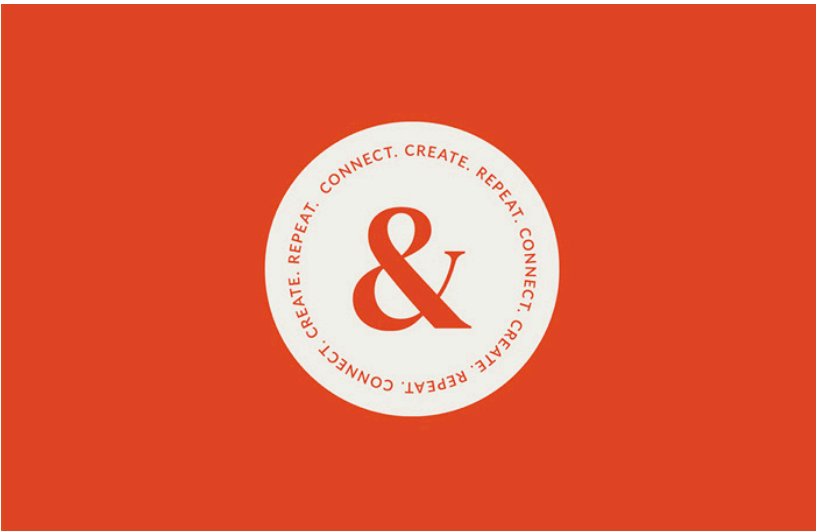
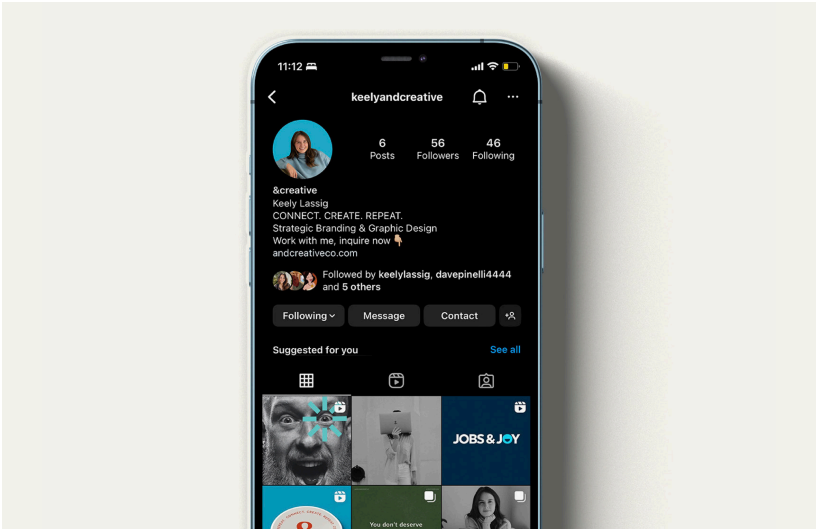
I am a firm believer that graphic design is more than aesthetics. Graphic design is an art of communication, empathy, and precision. I developed a brand that extends beyond my capabilities, allowing room for these essential characteristics of visual communication.

## Solution

I chose the name “&creative” to accomplish this. The ampersand serves as the thread weaving together the tapestry of connection. It is not merely a symbol; it is the embodiment of collaboration, understanding, and the shared language of design. It is a nexus where ideas flourish, designs come to life, clients find success, and audiences are moved.

## Design Details

Bold colors paired with muted layouts and imagery not only fits my personality (ambitious, bold, wall-flower), but encourages my freelance clients to feel creative and express themselves when interacting with my brand.





Case Study #4: Division Identity

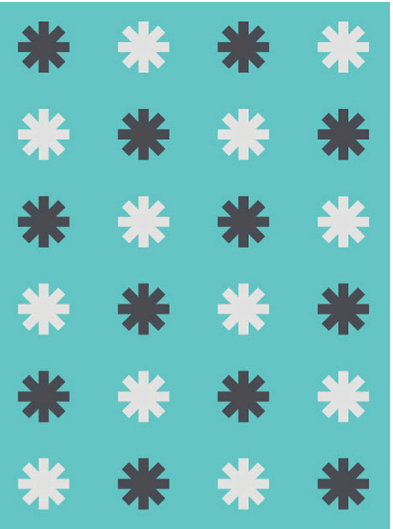
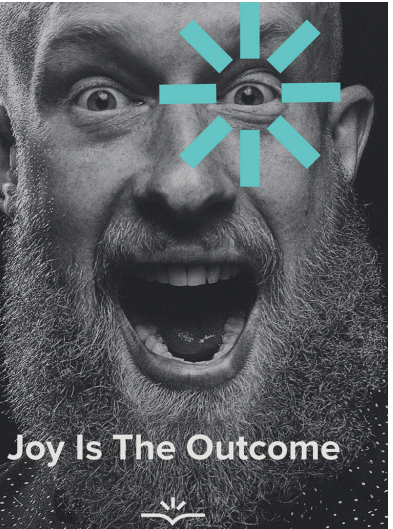
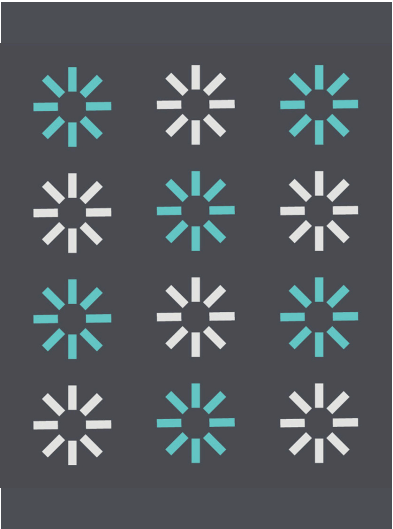
# Harvest

## Challenge

Harvest Ministries is a new financial literacy division of a megachurch located in Minneapolis, Minnesota. Through educational sessions and professional courses, Harvest Ministries aims to equip church members with the knowledge and tools needed to make informed financial decisions. The logo design will seamlessly integrate with the existing church branding, ensuring immediate recognition by members. Additionally, the logo will incorporate clear visual elements that represent financial concepts, solidifying the program’s focus on financial education.

## Solution

Through a collaborative design process, several logo options were created that achieved both objectives. Each logo’s color palette and overall aesthetic mirrors the established visual language of the church. This ensures immediate recognition by church members and fosters a sense of familiarity with the new program. Subtle nods to finance are used in the iconography of the logo lock-ups. The logo designs remain clean and uncluttered, prioritizing a clear and concise message. This ensures legibility across various applications, from print materials to digital platforms.





Case Study #5: Conference Identity

# Without Limits

## Challenge

Build a conference identity that tells a story of limitless opportunities and will be featured throughout downtown Austin, TX. A notable challenge this project presented was the requirement to maintain a cohesive identity while working with external design, print, and event vendors.

## Solution

I collaborated with a team of 5 designers to develop a conference identity guide that detailed the specific expectations in the event a vendor would need to develop their own deliverables. Deliverables our team produced include stage design, print design, event design, swag design, mobile application design (UX/UI), and registration web-page design consultations.





The Work

# Visual Communications & Corporate Strategy

There's a Dolly Parton quote I love: "Find out who you are and do it on purpose." It's become my go-to phrase to explain branding to clients and stakeholders. It's a fun way to capture the essence of branding – truly understanding what makes your brand unique and then presenting it authentically. This mantra guides me through every branding project I'm involved in, whether I'm contributing or leading the effort.





Case Study #6: Divisional Brand Strategy

Evergreen

Challenge

Evergreen is Insight Global's technical and talent services division. Insight Global contracted the brand development out, and while the design agency built a beautiful brand, they completely missed the mark with ensuring our Insight Global customers and employees experience a seamless transition from Insight Global's staffing services to these Evergreen professional services.

INSIGHT GLOBAL BRAND



LARGE  
DISPLAY

Primary headline, lorem ipsum.

Large text callout, aute etst acepa  
eroderro ilibus sequirad rerum rerio  
stal comnim ne alibus edr.

SECONDARY HEADLINE

Body copy, doluptat usament ipis et lonsiqui dia cupti vit qui ipiet instasal  
enisciam aut est, vellani hilitium sunto erum qui di blam nonsequo eosestrit  
eoquam reicia quidelibus. Maioisint possitatio.

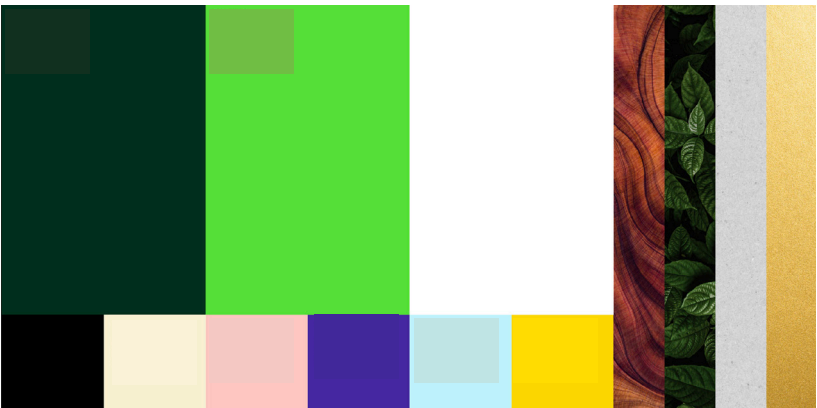
**Tertiary Headline**  
Quamendaere il ipsa plis saped elest prae vells eum evlit dollup tats usamtipi  
sart et lonsiqui dia cupti vit qui ipiet reperum enisciam auest vellani hili tiuam  
sunto erum qui di blam captur, nonsequo eos est eaquia rciat quidelibus.

Caption, ilbus reptatqui vent

LABELS AND BREADCRUMBS



ORIGINAL EVERGREEN BRAND



HEADLINES  
WITH THE  
STRENGTH  
OF A SEQUOIA.

**BODY HEADLINES**  
A serif body copy offers diversity, balancing conviction  
with class. "Persperum voluptaque elit endis exces  
dolentesor am iuntreus des re volupta," iquiastia doluptat.  
Lori commianterste daecum automnis rem.

Text callouts add a touch  
of charisma, doles eted  
anis utature latia.

Ris aut remilitatengula que ex eictur re utatupira lo aut  
remilitatengula que ex eictur re utatupira lo aut  
remilitatengula que ex eictur re utatupira lo aut  
remilitatengula que ex eictur re utatupira lo aut  
remilitatengula que ex eictur re utatupira lo aut  
remilitatengula que ex eictur re utatupira lo aut

Nothing to see here. Just a caption. >>





Case Study #6: Divisional Brand Strategy

Evergreen

Solution

After a year of battling the problems that came with this branding, I set out to propose a solution that ultimately resulted in a successful three-week sprint with 60+ individuals and a divisional rebrand that offers a seamless experience across customers and internal employees.

Design Details

A logo refresh, minimized color palette, cohesive graphics and typography, and on-the-nose imagery are the primary adjustments that make this rebrand as successful as it has been.

INSIGHT GLOBAL BRAND



LARGE  
DISPLAY

Primary headline, lorem ipsum.

Large text callout, aute etst acepa  
eroderro ilibus sequirad rerum rerio  
stal comnim ne alibus edr.

SECONDARY HEADLINE

Body copy, doluptat usament ipis et lanisqui dia cupti vit qui ipiet instasal  
enisciam aut est. vellani hilitium sunto erum qui di blam nonsequo eosestrit  
eaquam reicia quidelibus. Maioisint possitatio.

**Tertiary Headline**  
Quamendaere il ipsa plis saped elest prae vells eum evlit dollup tats usamtipi  
sart et lanisqui dia cupti vit qui ipiet reperum enisciam auest vellani hili tiuam  
sunto erum qui di blam cuptur, nonsequo eos est eaquia rciat quidelibus.

Caption, libus reptatqui vent

LABELS AND BREADCRUMBS



NEW EVERGREEN BRAND



LARGE  
DISPLAY

Primary headline, lorem ipsum.

Large text callout, aute etst acepa  
eroderro ilibus sequirad rerum rerio  
stal comnim ne alibus edr.

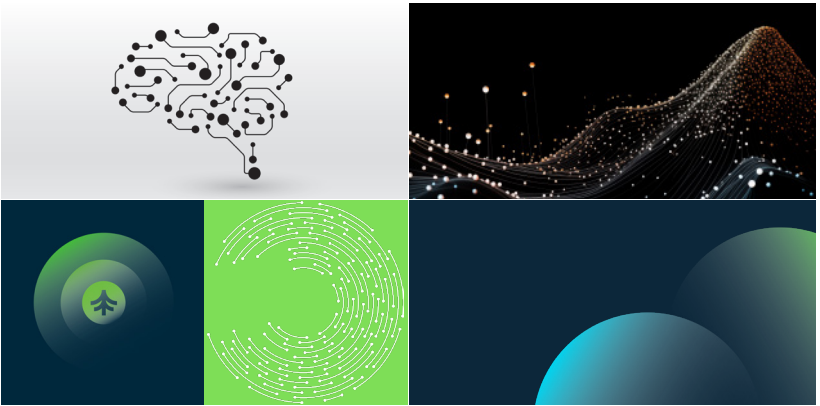
SECONDARY HEADLINE

Body copy, doluptat usament ipis et lanisqui dia cupti vit qui ipiet instasal  
enisciam aut est. vellani hilitium sunto erum qui di blam nonsequo eosestrit  
eaquam reicia quidelibus. Maioisint possitatio.

**Tertiary Headline**  
Quamendaere il ipsa plis saped elest prae vells eum evlit dollup tats usamtipi  
sart et lanisqui dia cupti vit qui ipiet reperum enisciam auest vellani hili tiuam  
sunto erum qui di blam cuptur, nonsequo eos est eaquia rciat quidelibus.

Caption, libus reptatqui vent

LABELS AND BREADCRUMBS



Case Study #7: Corporate Collateral

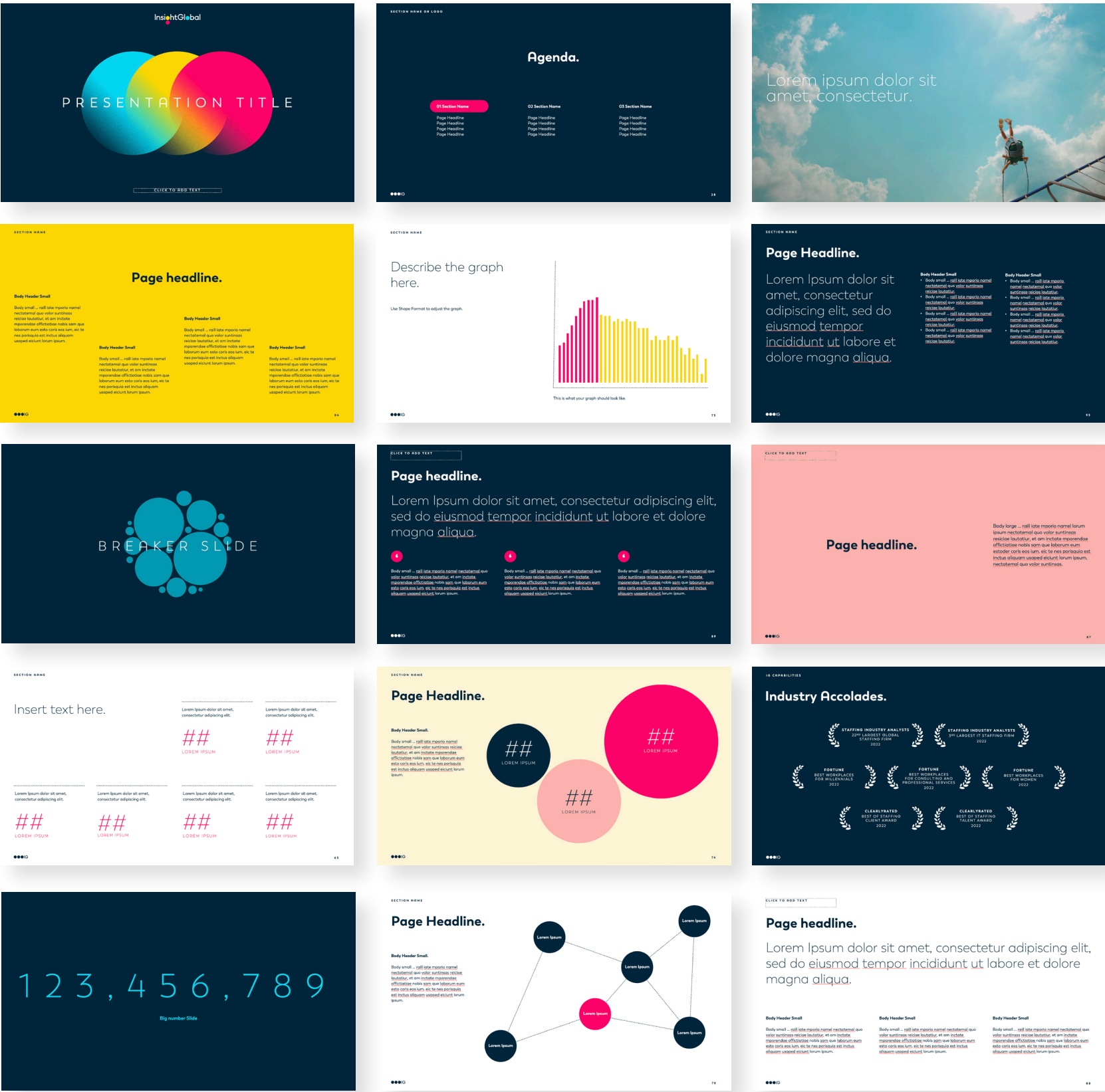
# Insight Global Sales Enablement

## Challenge

How do you get a global sales field of 4000+ individuals to speak the same language? With numerous divisions, siloed initiatives, and industries, developing a strategy to maintain consistent brand messaging is critical.

## Solution

Limitless resources. Since Q2 of 2022, I have played a leading role in arming our sales field with a library of resources that enable them to confidently sell Insight Global’s services, while accurately representing the brand identity. From a 400+ slide template deck to 300+ one-pager templates, the sales field at Insight Global is more than equipped to develop custom collateral to fit their needs. Continuous improvement and education on the sales field’s needs allows me to iterate on the templates, expanding and adapting with the market’s needs.





The Work

# UX/UI Design

The world is digital. While beautiful print ads still have their place, people are stepping into the world-wide-web to interact with their favorite brands. This means a user-friendly, engaging, and accessible digital presence is crucial – it's a business' front line. That's why I'm excited to leverage my strong foundation in static design to create impactful experiences in the interactive digital space.





Case Study #8: Corporate Collateral

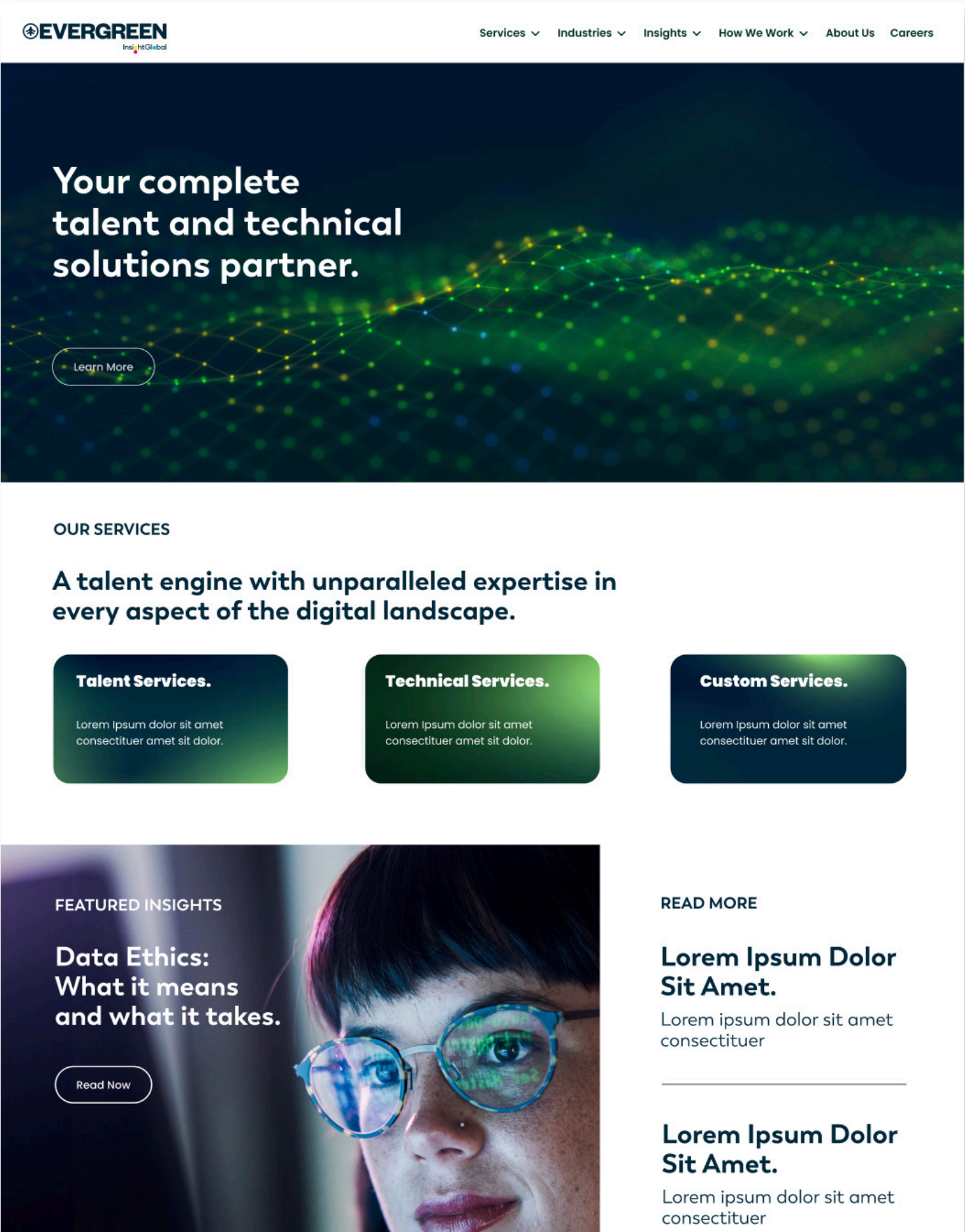
# Evergreen Web Proposals

## Challenge

A big question mark as we worked through Insight Global’s Evergreen rebrand was the website. As we were working with the executive team on the core pieces of the brand, collateral mockups were a handy tool to communicate our ideas. This was one of the most successful mockups I generated throughout that process.

## Solution

I chose a hero image that played into Evergreen’s technical services and Insight Global’s core graphic (the circle). Evergreen is intended to be the more modern and innovative leg of Insight Global, so gradients and imagery with modern qualities were selected for this mockup. I chose to feature blog posts and articles towards the top of the page to quickly establish credibility. Looking back, the first piece of feedback I would give to myself is to make the CTA buttons a little more enticing.





Case Study #9: Corporate Collateral

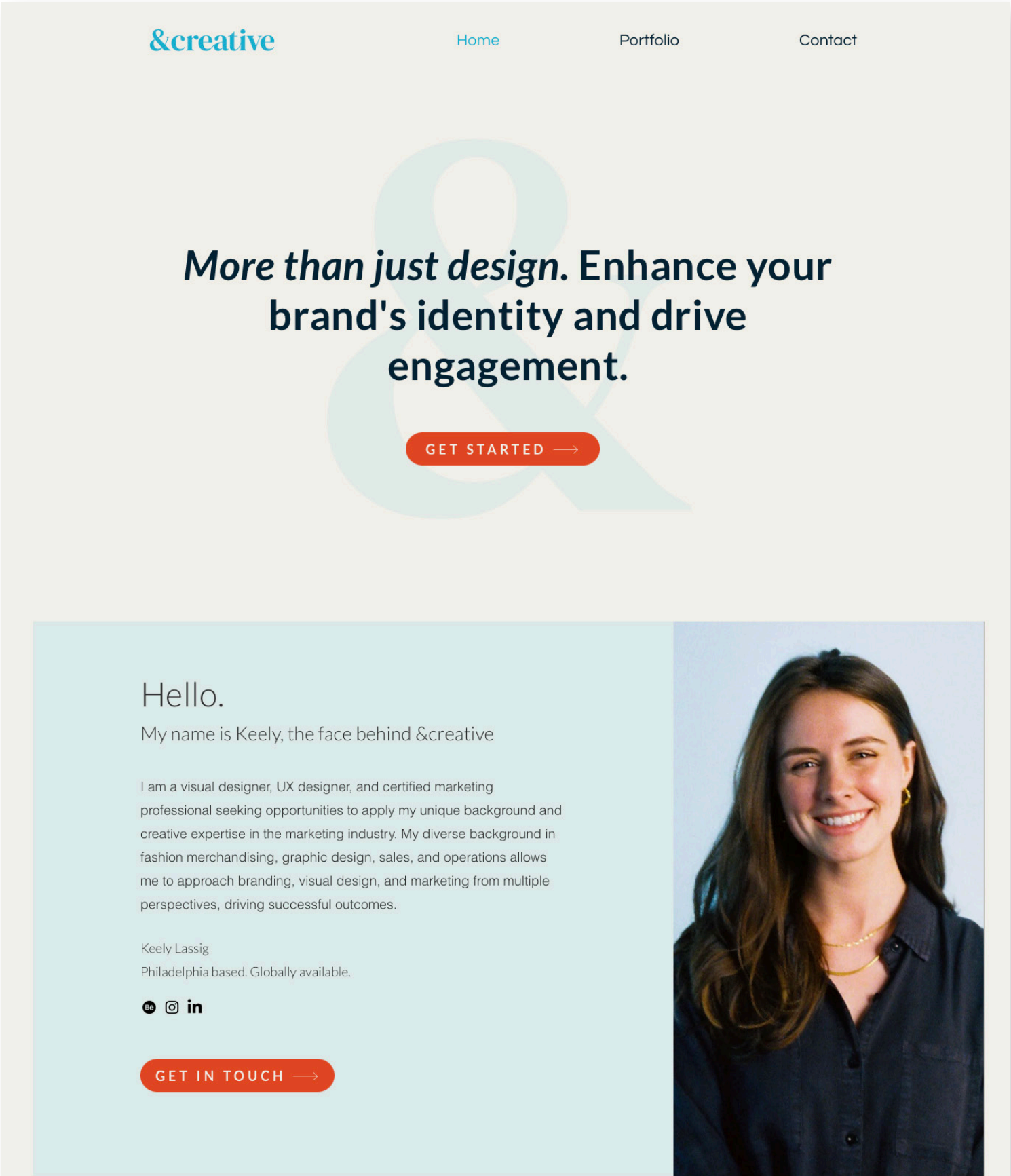
# &creative Web Design

## Challenge

Personal branding is a unique challenge in itself. Add a skill set that you are not completely versed in and it is safe to say you have a real challenge. I wanted to provide my audience with a space on the internet where they can learn about what I have to offer and contact me, without overwhelming them. I always wanted to present myself as a modern and innovative designer who understands the best principles of UX/UI design. It was also important to me that my users were not experiencing whiplash or confusion when jumping from LinkedIn to Behance to my Website.

## Solution

I developed a clean and simple site that introduces myself, showcases my work, provides credibility through client testimonials, and allows individuals to contact me.



The Work

# Marketing Design

Produce, iterate, repeat. Successful marketing is a moving target that only the most well-researched, informed, analytical, and flexible teams succeed at. A never-ending dance between a company and its target audience... its a good thing I like to dance!





Case Study #10: Targeted Industry Campaign

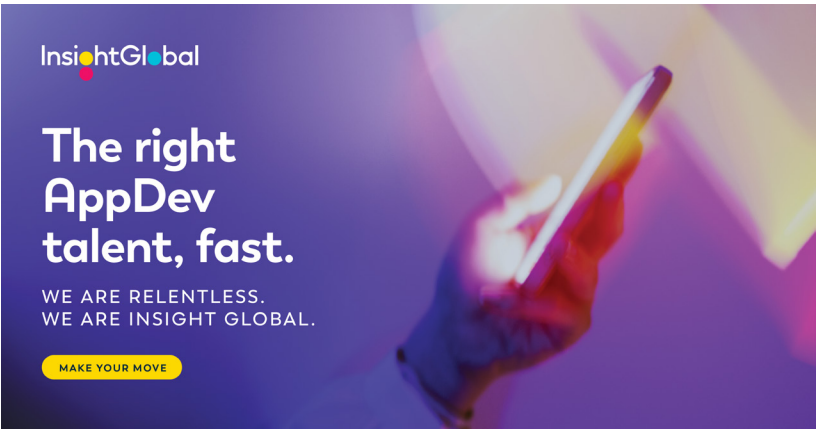
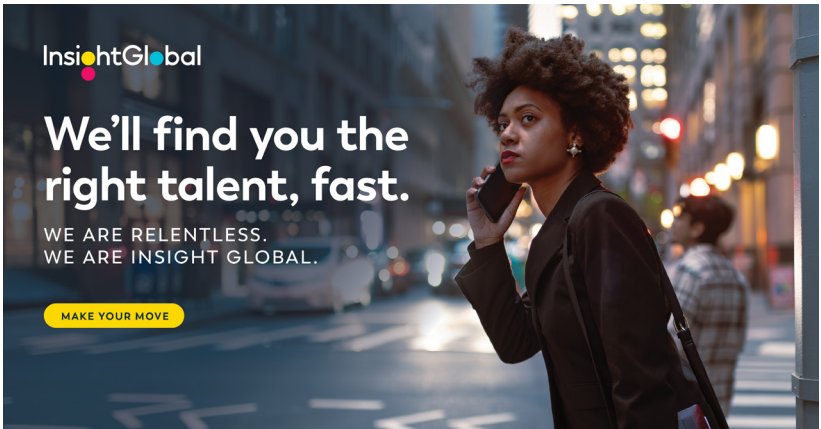
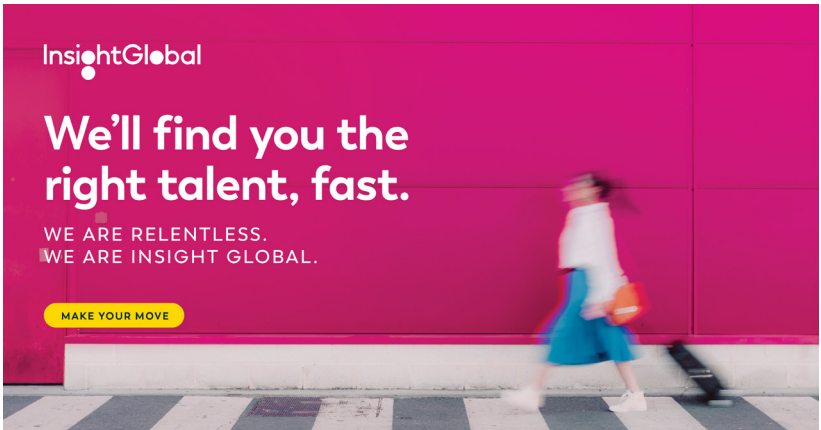
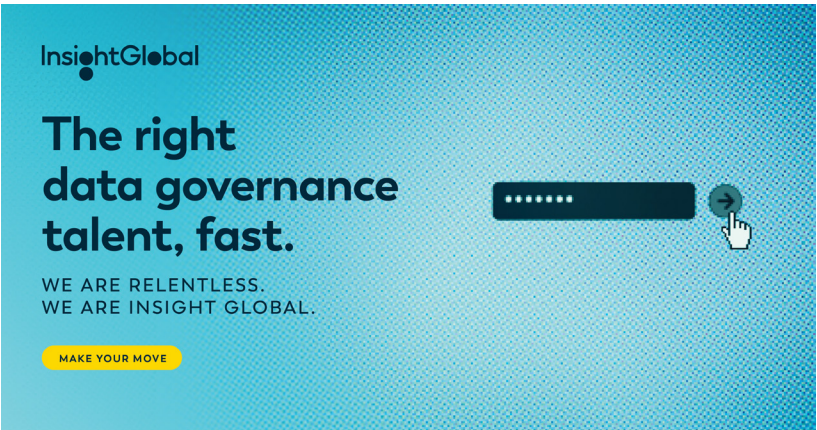
# The Right Talent

## Brief

Insight Global hires consultants for industries ranging from healthcare to energy. We needed a campaign that was engaging, on-brand, and spoke to the hiring managers in each industry.

## Design Details

I sourced on-brand and eye-catching imagery that tugged at hiring managers who need high-quality talent quickly. A notable challenge was ensuring the imagery I sourced was accurate for each industry. A fair amount of research went into understanding what individuals in the semiconductor or data governance space do.





Case Study #11: NBC Peacock Pause Screen

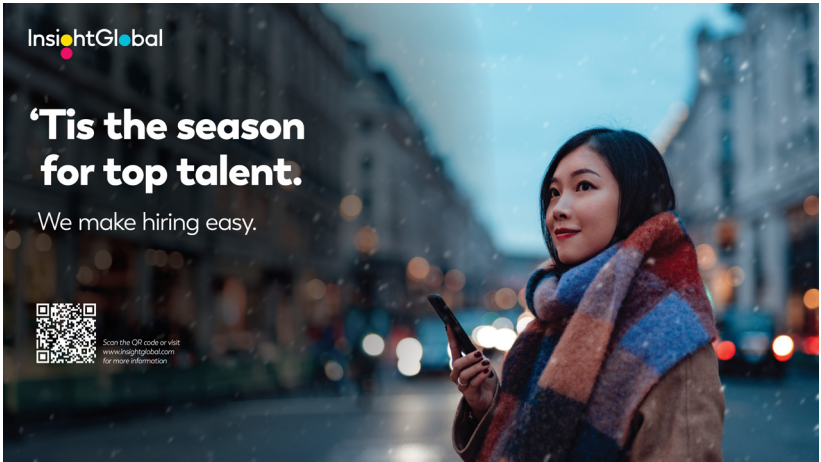
# Seasonal Ads

## Brief

Insight Global bought ad placements to be featured through NBC’s pause screen ad format on Peacock. These ads were running throughout Q4 2023, and needed to feel seasonal.

## Design Details

I designed and wrote the copy for fall and winter inspired ads. I chose cinematic-style photography since the audience is already in “cinema mode.”





The Work

# Miscellaneous

Continue on to preview my nature photography and fashion illustrations.









