

KELLY RACHEL ONGKOWIDJOJO

Art Director | Designer | Illustrator

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Experience

**Art Director/Senior Designer | Kids Global Brand Design, Nike
Portland, OR**

June 2020 – August 2023

Collaborated closely with the Creative Director, often assuming leadership roles in diverse Nike kids projects and campaigns. Skilled in remote and in-person shoot coordination. Proficient in cross-functional collaboration, gathering marketing insights & business goals to inform design objectives, creating designs that resonate & impactful. Strong in concept development, shoot planning, presentation deck creation & briefs for internal and external partners. Led retail concept development for most Kids projects, integrating campaign elements into retail design execution in partnership with external agencies. Proficient in Adobe Suite, Figma for wireframing, mockups, and designing solutions across digital platforms including Desktop, Mobile, Social, App Thread, and Email/Newsletter.

**Graphic Designer | Jordan Brand North America, Nike
Portland, OR**

November 2018 – June 2020

Advanced from midlevel to senior designer with expertise in project leadership and production. Directed numerous Jordan brand projects encompassing retail concept, activation, seeding/packaging, product display, styling, and art direction for shoots. Collaborated with external partners to execute creative visions for brand initiatives. Developed large-scale consumer-facing brand experiences like All Star. Generated, presented, and executed creative visuals across various platforms including print, digital, and retail. Translated design concepts from sketches to digital formats using Adobe Suite programs. Produced presentation decks and mechanical files for print or digital execution.

**Graphic Designer | Freelance
Portland, OR**

October 2017 – June 2018

Versatile designer skilled in both production and project leadership roles. Freelanced on diverse projects for brands like Nike, Beats, and everytable. Generated and presented creative visuals across product, communication, digital, retail, and collateral materials to creative directors and team members. Executed creative visions, incorporating feedback effectively. Transformed design concepts from sketches to digital formats using Photoshop and Illustrator. Produced presentation decks and mechanical files for print or digital executions.

**Graphic Designer | North America Brand Design, Nike
Portland, OR**

August 2016 – October 2017

Executing the creative vision for category and cross-category brand initiatives through Brand Design in a way that supports premium Nike Brand consumer experiences. Striving for ideas that are flexible and fresh.

Focusing on the consumer-facing Brand experience of product, communication, digital, retail and collateral materials. Designing aspects of the look and feel of Brand experiences at end-in-mind consumer touch points in partnership with Brand Marketing, Categories, and Global Design.

Skills

Graphic Design, Creative Strategy, Creative Direction, Content Design, Publication Design, Presentation Design, Digital & Organic Illustration, Short Animation, GIFs, Hand Lettering, Paper Craft, Branding, Typography, Collaboration, Attention to detail, Research.

Software

Adobe Creative Suite: PS, AI, ID, AE
Figma, Sketch, Sketchup, InVision, Keynote
Microsoft Office: Word, Excel, PowerPoint

Education, Awards & Exhibitions

Portland State University, Portland, OR

Graphic Design/Advertising, BA June 2016

BeHonest Design Showcase, PSU, 2014/15/16

Simon Benson Scholarship, PSU, 2015

Collegiate Effie Semi-finalist, PSU, 2014

Blurb

Able to contribute and present ideas clearly. Loves to collaborate, explore, and help in any way. Comfortable leading projects or taking on a supporting role. Flexible in process and project type. Able to multi-task and shift from one project to another quickly with ease. Successful in both independent work and team environments.

References

Lisa Hopey, workhopeywork@gmail.com

Emily Lemmer, Emily.Lemmer@nike.com

Jenny Tondera, Jenny.Tondera@nike.com

Kate Bingaman Burt, Katebingamanburt@gmail.com

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