



KAILEY MCCLUNE

ART DIRECTOR

CONTACT

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-  Kailey McClune

EDUCATION

BRIGHAM YOUNG UNIVERSITY
 2017 - 2023
 Major: Communications - Advertising
 Minor: Business
 GPA: 3.49

SKILLS

Adobe Photoshop Adobe InDesign
 Adobe Illustrator STAGE 3D
 Microsoft Office Certified Canva

AWARDS

YOUNG ONES

- 2023 Advertising Portfolio Shortlist
- 2023 Advertising - Craft in Art Direction Shortlist
- 2023 Advertising - Craft in Video - Visual Shortlist
- 2023 Advertising - Craft in Video - Visual Shortlist
- 2023 Advertising - Craft in Writing Shortlist
- 2023 Advertising - Direct Shortlist
- 2023 Advertising - Television/Film/Online Video Shortlist
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- 2023 Design for Good - Advertising Shortlist
- 2023 Motion/Film Craft - Cinematography Shortlist
- 2023 Motion/Film Craft - Cinematography Shortlist
- 2023 Activision Blizzard / Diablo IV - Out of Home Shortlist
- 2023 Activision Blizzard / Diablo IV - Video/Film Shortlist
- 2023 PETA - Digital, Online & Mobile Shortlist
- 2022 Young Ones Merit

TELLY AWARDS

2022 Telly Awards Bronze, Branded Content

UTAH ADDY'S

- 2023 Gold - Art Direction
- 2023 Gold - Cinematography
- 2023 Silver - Advertising
- 2023 Silver - Cinematography

DISTRICT 12 ADDY'S

- 2023 Student Best of Show
- 2023 Gold - Television Advertising
- 2023 Silver - Art Direction
- 2023 Silver - Cinematography

AAF MEMBER

2020 - CURRENT

WORK EXPERIENCE

ART DIRECTOR

BYU ADLAB OCT 2020 - CURRENT

- Clients: Amazon, Utah State Government, Church of Jesus Christ of Latter-day Saints, BYU College of Math and Physical Sciences
- Worked with clients on projects to strategize, apply creative thinking, and produce projects
- Use grants to execute personal projects
- Use art skills and creative thinking to create ad campaigns for brands
- Plan and design graphics for senior recruiting fair and BYU AdLab

ART DIRECTOR INTERN

ZENO CHICAGO JUNE - AUG 2022

- Clients: Crate & Barrel, The DuSable Black History Museum, Mr. Coffee, Pizza Hut, Lunchables, Hyatt Hotels, Zeno
- Pitched several creative ideas to the above clients
- Designed and refined social posts for Lunchables promoting their Lunchabuilds that was published
- Worked with creative directors in designing, producing and updating presentations for internal and external clients

SOCIAL MEDIA MANAGER

FREELANCE JAN 2022 - CURRENT

- Clients: Annie Neilson Photography, Sweetpea Aesthetics, The Collective, The Academy, Pest Frogs, Utah Swim Academy
- Use art skills and creative thinking in programs such as Adobe Cloud and Canva to create graphics for postings, websites, logos, and branding for clients
- Produced engaging content for Instagram, Tik Tok, Pinterest, and Facebook
- Manage multiple client accounts, client relations, and posting schedules

GRAPHIC DESIGN AND TEAM LEAD INTERN

WANDER CAMP AUG 2021 - DEC 2021

- Produced engaging content for Pinterest, Instagram Reels, and Tik Tok
- Created and designed graphics in programs such as Adobe Cloud and Canva to utilize throughout the company for advertising purposes
- Helped recruit students from multiple universities for the 2022 Wander Camp Summer Internship program

VOLUNTEER

CHURCH OF JESUS CHRIST OF LATTER-DAY SAINTS

FRANKFURT, GERMANY 2018

- Designed graphics to advertise local activities
- Analyzed target audiences in Frankfurt, Germany to better understand how to reach them