



# KAILEY MCCLUNE

ART DIRECTOR

## CONTACT

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- Kailey McClune

## EDUCATION

### BRIGHAM YOUNG UNIVERSITY

Major: Communications - Advertising  
Minor: Business  
GPA: 3.49

## SKILLS

Adobe Creative Cloud  
Microsoft Office Certified  
STAGE 3D  
Sketch  
Canva  
Procreate  
Figma

## ACCOLADES

### 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 Advertising - Television/Film/Online Video Shortlist  
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

### AICP SHOW

2023 AICP Show: The Art & Technique of Commercial Shortlist

## WORK EXPERIENCE

### ART DIRECTOR

HLK AGENCY

MAY 2023 - CURRENT

- Clients: Bayer Traits & Systems, Winchester, Browning, Indigo Ag, Schnucks, Harris House, SJI/STI, The JRNY
- Worked with clients on projects to strategize, apply creative thinking, and produce projects
- Designed graphics and advertising materials for social media channels, OOO, direct mailers, videos, and conventions
- Use art skills and creative thinking to strategize and create ad campaigns for brands

### ART DIRECTOR

BYU ADLAB

JAN 2021 - MAY 2023

- Clients: Amazon, State of Utah, BYU College of Math and Science
- Collaborated on teams with copywriters, strategists, account managers, and producers to create compelling and meaningful work
- Participated in creative briefings and learned to concept innovative ideas according to the brief
- Strengthened graphic design, art direction, and concepting skills

### 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

### 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

### 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