

Kelly D. Williams

Brand Director, Art and Design Professional, Creative Marketing Consultant

kelly@distrikt.us

Summary

"Kelly D. Williams is a hard-working artist, designer, marketing consultant, writer, and photographer from the United States; a venerated addition to the culture of any company to which he contributes. His work has appeared in various publications, international galleries, and within the imagery of the industry's top brands. With a diverse education and background in Art Direction, Brand Management, Entrepreneurship, Creative Marketing, and Graphic Design, his primary aim is to add tangible and aesthetic value to the organizations he works with."

Specialties

Design, photography, illustration, writing, music, skateboarding, snowboarding, motorcycles, frisco choppers, arts & culture, publication, textiles, marketing, outdoor recreation, independent business, product design, hardgoods, consulting, informant, technical apparel

Experience

Marketing Director, Art Manager at Broadcast LLC

September 2009 - Present (4 months)

Broadcast Wheel Company is a newly launched brand in the action sports industry that has already been met with much success. As Marketing Director and Art Manager, I am responsible for directing all promotional affairs of the company while ensuring the creative assets of the brand are responsive to the overall message of the Broadcast company mission and product line. For more information, visit www.thisisabroadcast.com

Creative Director, Principal at Distrikt Creative Group

August 2007 - Present (2 years 5 months)

Distrikt is an international design collective that utilizes the power of collaboration. We help good brands become great brands with services that range from art direction to design and consulting. Our clients love that we are a full-service visual communications boutique; we can design your logo, create custom products, develop a clever marketing strategy, create a website, and enhance all aspects of your organization's identity.

With a global and independent approach, we aim to create influential aesthetics that appeal to the most perceptive seekers. Good design is always on time, yet timeless. It is universal, yet individual. The work created by Distrikt transcends personal taste because it comes from group insight. Our innovative & expressive projects include art direction, design, photography, fashion & product design, illustration, advertising, consulting, and gallery installation. Distrikt Design is creative

brilliance amplified with functionality.

1 recommendation available upon request

Graphic Designer, Analog Clothing at Burton Snowboards

July 2007 - March 2009 (1 year 9 months)

1 recommendation available upon request

Graphic Designer at Analog Clothing

July 2007 - March 2009 (1 year 9 months)

Being the Graphic Designer for Analog Clothing has given me a great opportunity to work amongst some of the best in the industry. As Burton's high-end clothing line, Analog is at the forefront of fashion and function, always producing quality product with thoughtful design. Duties include working with sponsored athletes to create signature series garments, designing visual and technical graphics, and forecasting trends by way of international research. www.analogclothing.com

Contributing Freelance Writer at SLAP Magazine

January 2007 - February 2009 (2 years 2 months)

Contributing writer, music reviewer, and freelance essayist at SLAP Magazine.

V.P. of Marketing\Brand Manager at Compatriot Snowboards

June 2002 - February 2008 (5 years 9 months)

I wore many hats as VP of Marketing\Brand Manager of Compatriot Snowboards, such as obtaining and managing a global team of sponsored athletes, opening core sales accounts, preparing administrative documents, directing production and monitoring marketing efforts, propelling this brand into a global market. Learn more at www.compatriotsnowboards.com.

1 recommendation available upon request

Athlete Ambassador at Mammut Technical Apparel

January 2004 - December 2007 (4 years)

As one of the only Mammut Snowboarding Athlete Ambassador's in the USA, my role was to promote the brand on a local & national level, while offering feedback on product quality, design suggestions, and being an instrument between snowboarding culture and Mammut. View my profile at www.mammut.ch/mammut/Athleten_snow.asp?id=738.

Art Director, Content Marketing Manager at Killer Dana Inc.

March 2006 - July 2007 (1 year 5 months)

As Art Director, Content Marketing Manager for Killer Dana.com, a leading retailer in the surf & skate industry, I acquired valuable experience in directing a growing company by substantially increasing revenue thru improving the functionality & aesthetics of their online presence and creating print advertisements that appear in Transworld & Primedia publications.

Art, Design, and Photography Professional at Rolf Contemporary Gallery of Art

May 1998 - June 2007 (9 years 2 months)

In addition to being a Gallery Artist, i occasionally do commercial design work. Working as a freelance designer & illustrator has been a great opportunity for me to flex my creative muscle. Through this entity, I've created corporate identities for successful businesses including the logo for the Carmichael Gallery of Contemporary Art in Los Angeles, and exhibited work in art galleries around the world. Recent projects include an exclusive line of apparel for 2k by Gingham and package design for a 16mm film.

Education

Brigham Young University - Idaho

Bachelors, Business Management, Marketing, Fine Art, Design, 1998 - 2004

Honors and Awards

Accomplishments/Credentials:

Designed the logo for the Carmichael Gallery of Contemporary Art, Los Angeles

Eagle Scout Award

National Geographic Society member

Created the logomark for DDR Projects Gallery

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3 people have recommended Kelly D.

"The Midwest Visual Agency has had a few opportunities to work with Kelly D. now and we've enjoyed collaborating with him immensely. As a client, he's been easy to work with and returns feedback promptly; as a contributing artists to one of our projects, he went above and beyond in helping us meet our deadlines. We look forward to working with him again."

— **J. Namdev Hardisty**, *Art Direction & Graphic Design, The Midwest Visual Agency*, was with another company when working with Kelly D. at Burton Snowboards

"Kelly and I go way back... Working with him on Compatriot was a great experience. From day one it was easy going, He knew what he looking for and stopped at nothing to produce the best product possible. Kellys drive to go above and beyond follows him to this day. He is great person to work with and a true inspiration both creatively and professionally."

— **Damion Silver**, *Freelance Art Director & Designer, plumnotation design*, worked directly with Kelly D. at Compatriot Snowboards

"Kelly is one of those dudes that you easily get jealous of. He is always pumping out rad work, sometimes tells funny jokes, and has a really cool beard."

— **Ryan Stephens**, *Freelance Creative, Electric Seaweed Graphic Design Etc.*, worked directly with Kelly D. at Distrikt Design Group

[Contact Kelly D. on LinkedIn](#)