
kelli mosher

Senior Art Director, Designer
+ Food Enthusiast

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EXPERIENCE

Amp Agency | Boston, MA

Senior Art Director, October 2023-Present

Art direct and design integrated brand campaigns from concept through launch, managing pre-production planning, on-set art direction and post-production execution • Oversee a team producing high-volume paid media and social assets, reviewing monthly deliverables to ensure consistency and continued refinement • Lead client presentations and communication with production partners to ensure alignment at all stages of a project and high-quality delivery • Partnered with copywriter to lead an awareness campaign using strategic insight to reposition the brand image, growing a new Gen Z following by 65% in one month • Manage and mentor junior creatives, encouraging craft, confidence and consistency

Art Director, October 2021-October 2023

Developed and evolved scalable visual systems that align with strategic narratives and optimize across platforms • Built internal production and content creation capabilities by refining processes, increasing output and reducing vendor dependency • Directed monthly photo and video productions, working closely with production teams to push creative beyond expectations • Piloted new project management software to optimize delivery of 40+ monthly social assets • Manage and mentor junior creatives

Senior Designer, October 2020-October 2021

Collaborated with copy and video teams to concept and execute high-volume visual assets across multiple accounts • Art directed a series of CTV ads that drove a 30% lift in brand awareness and e-commerce site traffic • Partnered closely with copywriter and animator to translate complex technology concepts into clear storytelling for an illustrated animation series

Content Creator, February 2018-October 2020

Designed and produced visual assets for social, digital, print and web campaigns, that supported client growth and retention • Led visual concept and execution for an e-commerce launch campaign, resulting in a 15% increase in online orders • Proactively developed food styling expertise to strengthen internal capabilities and creative output

Scarlett Vision Media | Remote

Freelance, August 2017-October 2017

Filmbase | Dublin, IE

Intern, June 2016-July 2016

AWARDS

Davey Awards | 2024

Best in Show, Maruchan Web Design

PR News Social & Digital Awards | 2022

Product Launch Winner, Stop & Shop
Pasta Pasta

Hatch Awards | 2021

Bronze in Design, Stop & Shop EComm
Bronze in Work for Good, Eastern Bank
Color & Capital

Marcom Awards | 2020

Platinum in Social Campaign, Eastern
Bank Color & Capital

Marcom Awards | 2019

Platinum in Social Campaign, Eastern
Bank Good Votes

GDUSA Student Design Award | 2017

Aurora Ale & Lager Co.

SKILLS

Art Direction, Design, Social, Photo & Video Production, Post-Production & Edit Direction, Food & Prop Styling, Content Creation, Project Workflow Optimization, Creative Mentorship
Adobe Creative Suite (Photoshop, Illustrator, InDesign, Lightroom, After Effects), Google Workspace, Asana, Gemini, Midjourney

EDUCATION

S.I. Newhouse School of Public Communications Syracuse University | 2013-2017

B.S. in Graphic Design, Minor in
Information Management & Technology
Danish Institute for Study Abroad
Copenhagen, Fall 2016
Magna Cum Laude, Dean's List
