

KELSEY WATSON

SENIOR DESIGNER

+1 (404) 906-4206 · kelscwatson@gmail.com · Atlanta, GA

DIGITAL PORTFOLIO: www.kels.design

ABOUT ME

A multidisciplinary designer with five years of experience taking brands from blank slate to full visual system. As the sole in-house designer at Monday Night Brewing, led a company-wide rebrand and built cohesive identities across packaging, campaigns, and taprooms in three states. At the core of it all is a belief that the best design creates a moment of genuine connection, making people feel excited, understood, and ready for what's next.

SKILLS

Design Competencies: Brand & Identity Design · Packaging Design · Illustration · Print & Digital Production · Information Design · Client & Stakeholder Communication

Software: Adobe Illustrator · Adobe Photoshop · Adobe InDesign · Adobe Dimension (3D) · Procreate · Canva · WordPress · Microsoft Office Suite

Other: Project Management · Client Relationship Management · Art Direction

WORK EXPERIENCE

Senior Designer / Graphic Designer | Monday Night Brewing | March 2022 – August 2026

- Sole in-house designer leading a company-wide rebrand spanning 5 locations and 10+ year-round SKUs, touching every tier of the brand from core products to sub-brands
- Designed packaging and visual identity for a seasonal beer named one of Hop Culture Magazine's top 17 label designs of 2023; the beer's success drove its promotion to year-round production in 2025
- Concept and build visual systems and supporting assets for 25–35 new brands and sub-brands annually, delivering across packaging, print, digital, and marketing in support of sales, taproom, and marketing teams
- Played a central role in the conceptual design and launch of The Grove, a new Atlanta taproom (2025), including logo system development, interior color and environmental design, directional and signage systems, and presenting mood boards to leadership to define the space's overall look and feel
- Led packaging design and full graphic system for a new RTD launch (2026) — including posters, logos, and color systems — which became the lineup's top-selling product within its first months
- Serve as the primary creative liaison for outside vendor and client relationships, managing communications and art directing external projects from concept through delivery

Communications Designer | Turnipseed Engineers | 2021 – 2022

- Brought on following a company rebrand to execute the new brand identity across all print and digital business development materials
- Designed and systematized document templates and proposal layouts in InDesign, serving as the creative bridge between the engineering team and administration
- Produced brand-consistent infographics, photo-edited imagery, and visual assets to support client-facing proposals and presentations

EDUCATION

Bachelor of Science - Georgia Institute of Technology

Major: Interactive Design and Communications · Minor: Industrial Design · 2021