

Kelley Malone

Branding Obsessed | Packaging Guru
Customer Focused Creative Direction

I always say yes to an adventure.

That exhilarating rush when I've won a pitch, launched a new brand, or reached the peak of a mountain (I'm looking at you, Mount Le Conte) is what gets me out of bed in the morning. It takes passion, determination, preparation, and heart to continue on the trail, and I always make it to the summit.

THE HIGHS



Saved 6,000 trees and 3 million dollars in 2019 by standardizing apparel hangtags across 15 brands



Created Vylette, a brand just for the Gen Z girl based on customer insights and market research. Starting as a 125 store pilot in fall 2019, Vylette generated a 5% sell-thru in the first week and is rolling out to all 1200 Kohl's stores in 2020



Contributed to a 14% increase in Kohl's customer traffic during Q3 and Q4 2019 by launching Vylette, Nine West, Elizabeth and James, and JW Jason Wu



Delivered an internal website providing style guides, standards, and a variety of other packaging resources to Kohl's business partners, averaging 300 visits per month



Blended market research and intuition, creating a Nine West brand expression conveying the awe of visiting their Fifth Avenue store. My leaders championed this solution to represent the brand across all product at Kohl's



All while managing 25 proprietary brands, a diverse team of creatives, relationships with ten executive stakeholders (plus their teams) and still getting off the beaten path on occasion

MY POV

Creative direction for a brand is more than just double-checking the approved fonts and colors or following the style guide. It's creating an ownable personality for your brand experience and inspiring creatives to find original ways to express your brand's character. The most compelling brands create a personal and heartfelt relationship with the customer. I live the unspoken cues in design and copy that create this valuable relationship with customers, and I mentor them with my team every day.

Let's map out an adventure together.

call: 412.779.0692 or write: kelley.malone@gmail.com

BRANDS I'VE MANAGED

Elizabeth and James

Nine West

LC Lauren Conrad

Jennifer Lopez

Simply Vera Vera Wang

Food Network

Maxfli

Slazenger



EXPERIENCE

Kohl's Department Stores

Senior Manager, Brand Packaging
2017 – Present

Manager, Brand Packaging
2011 – 2017

Dick's Sporting Goods

Graphic Designer / Manager
2005 – 2011

Associate Graphic Designer
2003 – 2005

The University of Rochester

Assistant Graphic Designer
2001 – 2003

AFFILIATIONS

Tempo Milwaukee's

Emerging Women Leaders

AIGA, the professional
association for design

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Kelley Malone

EXPERIENCE DETAILS

Kohl's Department Stores

Senior Manager, Brand Packaging | 2017 – Present

- Brand management, strategy and creative direction for 25 proprietary brands generating over \$7.8B in revenue annually. Brands include Simply Vera Vera Wang, LC Lauren Conrad, Food Network, Sonoma Goods For Life, APT 9, Croft&Barrow, Elizabeth and James, and Nine West
- Saved 6,000 trees and 3 million dollars in 2019 by standardizing apparel hangtags across 15 brands
- Led the creation of 7 new brands from brand positioning through creative execution resulting in business growth
- Launched 3 exclusive brand partnerships leveraging the most valuable brand assets throughout brand stories, campaign concepts, and touchpoint execution resulting a 14% increase in store traffic
- Led the redesign of 5 brands repositioning each for clarity and relevance

Manager, Brand Packaging | 2011 – 2017

- Led the branding and creative for Private and Exclusive Brand Packaging for the Milwaukee office, over 15 brands including Sonoma Goods For Life, APT 9, Tek Gear and Food Network
- Drove the in-store design execution for the Spring 2017 launch of Under Armour; men's, women's, kids and footwear
- Led the creative development and execution of the relaunch of Sonoma Goods For Life, 1 billion dollars in sales across all categories of business
- Led the redesign of the Food Network brand for Fall 2013; 700+ SKUs

Dick's Sporting Goods

Graphic Designer / Manager | 2005 – 2011

- Led the visual identities of 8 owned and licensed brands from design strategy through print production for packaging and collateral across equipment, apparel and footwear categories: Maxfli, Slazenger, Walter Hagen, Lady Hagen, Acuity, Golf Galaxy and Quest
- Accelerated the Spring 2011 pre-production approval timeline by reviewing more than 120 package samples in Asia over five days.
- Launched the Maxfli brand for Spring 2009

Associate Graphic Designer | 2003 – 2005

- Led design updates of Field & Stream brand packaging system for 2009
- Strategic design of branded packaging, hang tags, labeling, trims, product graphics and marketing materials for 12 owned and licensed brands
- Art directed product and lifestyle photography for packaging and in-store signage
- Streamlined the process for communicating comments with print vendors and factory agents

The University of Rochester

Assistant Graphic Designer | 2001 – 2003

- Created presentations, posters and information graphics to support research and education initiatives

Where is the next adventure?

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SKILLS

Creative Direction

Brand Identity

Packaging Design

Brand Development

Design Systems

Marketing Strategy

Consumer Insights

Communication

Leadership

Project Management

People Management

EDUCATION

MA: Design Management

Expected 2022

Savannah College of Art and Design

BFA: Graphic Design | 2003

Minor: Communications

Rochester Institute of Technology

RECOGNITION

Judge: West Michigan ADDYs | 2013

National Paperboard Packaging

Competition: Gold Award | 2008

PGH100 Show: AIGA Pittsburgh's

Annual Juried Competition | 2005



www.kelleymalone.com

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