



KELLY UGENTI

Design & Management

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Autel North America, Jan 2016– Present

Marketing Manager, 2021–Present

Senior Graphic Designer, Jan 2019 – Dec 2020

Graphic Designer, Jul 2016 – Dec 2018

- Direct day-to-day tasks of design staff
- Provide creative direction for print and digital designs
- Design ads, flyers, catalogs, tradeshow graphics, packaging, retail displays, eBlasts, social media posts
- Coordinate and confirm new product details production of ~80 product launch campaigns per year
- Communicate with international project stakeholders
- Manage traffic of print design projects, adjust project workflows, learn/teach project management software
- Supervise print purchasing and shipping production, track budgets, coordinate with vendors
- Conduct interviews and staff performance evaluations
- Onboard and mentor new design staff
- Assist distribution of \$2.5m advertising budget, negotiate contracts, discuss strategy
- Maintain advertising schedules & submissions for 20+ industry and distributor-owned publications

Michael C. Fina Recognition (Halo), Oct 2015–Jul 2016

Graphic Designer

- Design personalized, client-specific employee recognition awards, web portal graphics, plus corporate print, web and email collateral
- Maintain client branding requirements

Sam Ash Music, Nov 2011 – Oct 2015

Graphic Designer

- Layout print product catalog for national circulation
- Design print ads for store events and promotions

National Arbitration & Mediation, Apr 2010 – Sep 2011

Graphic Designer

- Initiate and expand presence on social media
- Design advertising and collateral for print and web

Stylesight (WGSN), Jun 2008 – Feb 2010

Graphic Designer

- Create template system tripling report design completion rate
- Design and layout of fashion trend reports

Software Experience:

Adobe Creative Suite (InDesign, Photoshop, Illustrator)
Microsoft Office Suite/Google Suite
Trello (Project Management)
MailChimp/Constant Contact
ChatGPT (Basic writing)
HTML (Basic coding)

Soft Skills:

Adaptability/Problem-Solving
Leadership/Empathy
Stress Management
Communication
Organization
Work Ethic



Management
Case Studies

Professional Development:

- University of Maryland, College Park – *Emotional Intelligence (Professional Certificate)*, 2025
- Davidson College – *Authentic Communication: How to Adapt, Connect, and Lead in Any Workplace Setting (Professional Certificate)*, 2025

Education: BFA, Digital Art and Design

Long Island University, CW Post (LIU Post)

- Graduate magna cum laude with honors, 2008
- Promoter campus art & literary Magazine *Loomings*

Publications:

- Artwork featured in *Designing for Print, 2nd Edition*. John Wiley & Sons, 2011.

Freelance & Volunteer Design:

- *Ronald McDonald House* design marketing collateral & fundraiser advertisement materials
- *Spondylitis Association of America* annual report
- Food labels, restaurant menus, wedding stationary

Hobbies: Art, crafting, museums, nature walks