



Hello!

Kellie Heath

2025 Spring

Capstone – Graphic Design

Department of Art and Art History

Artist Statement:

As a graphic designer and web developer, I'm passionate about using design to create meaningful visual experiences. I believe good design should not only look great, but also tell a story, solve a problem, or spark a connection.

My creative process starts with thorough research and conversations, then sketching by hand or using Adobe Fresco, then moving into digital tools like Illustrator, Photoshop and InDesign or begin building web designs with HTML and CSS. For motion graphics and dynamic storytelling, I work in After Effects. When bringing designs to the web, I use HTML and CSS to build and style responsive, user-friendly interfaces that reflect the intent and personality of each project. I approach each project with curiosity and care, whether it's branding, web or motion design, editorial layout, or illustration.

In recent work, I've been inspired by the natural world, community and collaboration, and playful visual elements. My work blends bold color, clean type, and thoughtful composition to create designs that feel both approachable and impactful.

Title**Original Format**

Figure 1: Bluhens Branding

Illustrator

Figure 2: Graphic Responses Poster Series

Illustrator, 18 in x 24 in

Figure 3: Blake Center Branding

Illustrator

Figure 4: Grief Editorial

Photoshop, Illustrator, InDesign, 8.5 in x 11 in

Figure 5: Restaurant Rebrand

Illustrator

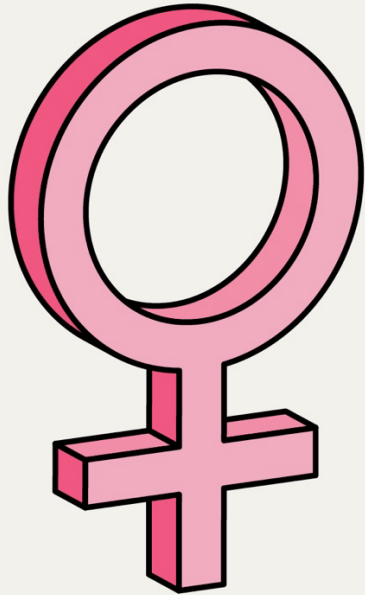
Figure 6: Valentine's Donor Thank You Card

Fresco, Illustrator, 6.25 in x 4.5 in



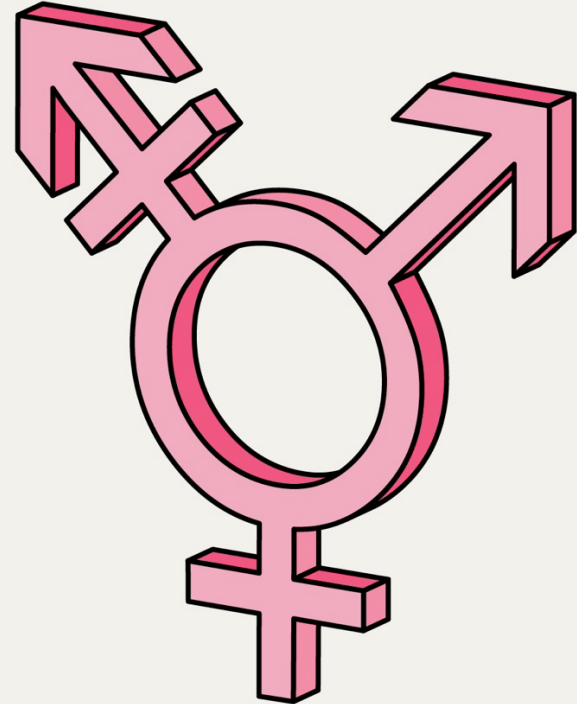
Figure 1: Blühen Branding

Abortion is a hard choice, but it's my choice.



Keep it safe and legal.

Abortion is a hard choice, but it's my choice.



Keep it safe and legal.

Figure 2: Graphic Responses Poster Series

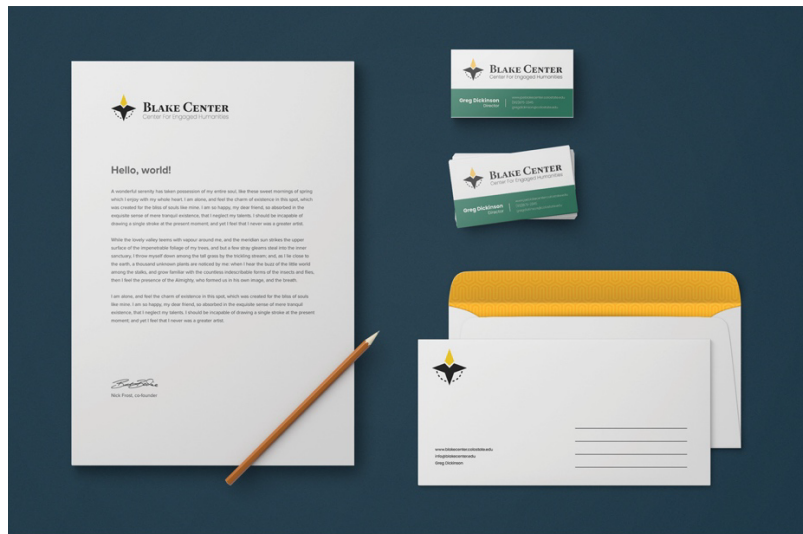


Figure 3: Blake Center Branding



Figure 4: Grief Editorial



Figure 5: Restaurant Rebrand



Figure 6: Valentine's Donor Thank You Card