



# Kiersten P. Mosley

Founder of *kpm designs*, Art Director and UX Designer

## find me

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## skills

- UX Design
- Branding
- Direct Communication
- Loyalty Marketing
- Accessibility
- Digital
- Mobile
- Print
- Social Media
- Video

## brand experience



## causes

I've had the privilege to design pro-bono for many great causes.



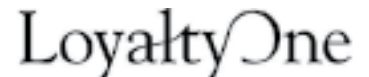
## relevant design to influence behaviour

I recently attained my UX Professional Design Diploma, however I have been instinctively focusing on user experience for almost 6 years when designing microsites, websites and content.

My background is loyalty marketing communications in print and digital medias. My ability to work with brands has been integral in new business pitches, resulting in many new AIR MILES Partners: *American Express, GM, Mappins, Reitmans, RW&CO, Sears, Staples, and The Children's Place.*

I work closely within a team or solo to develop integrated solutions that are relevant to consumers and positively influence their behaviour. I thrive in an environment of smart, creative and dedicated people. I have some awards to show for it, but most importantly, I have the respect of my colleagues and clients.

## experience



### Art Director, 2002 – 2017

- Progressive Career: Mac Artist (2002-2005); Graphic Designer (2005-2007); Art Director (2007-2017)
- Direct mail, POS, sales material and swag, event marketing, identity, video and photography direction, digital image manipulation, print and online publications, online banners and splash pages, email marketing and website design
- Created multiple AIR MILES Travel Coalition emails that have delivered strong results – open rates between **30%-34.45%**; and click-throughs between **8.5%-12.1%**; which all saw increased booking between **3-6%**
- Created the Inspirational Sponsor inserts and Reward pamphlets for the award-winning 2010 AIR MILES Collector Update that had a **7%** response rate (**40%** increase)
- Participated in the Accessibility for Ontarians with Disabilities Act review and its impact on all LoyaltyOne communications which resulted in co-creating LoyaltyOne's first downloadable accessible PDF (2012 LoyaltyOne's Accountability Report)

## education

**RED Academy**, UX Design Professional Diploma, 2017

**OCAD**, Drawing Skills Studio 1, 2010

**Ivey School of Business**, Loyalty Services Marketing Leadership Program, 2008

**Sheridan College**, Diploma of Fine Arts, Graphic Design, 1998