

KAFESHA THOMAS

MULTIDIMENSIONAL ARTIST

EDUCATION

Hartford Art School

University of Hartford
BFA | Visual Communication Design
Minor | Photography

SKILLS

Photoshop
Illustrator
InDesign
Lightroom
Fine / Digital Illustration
Digital / Film Photography
Premiere Pro
After Effects
Word
Powerpoint
Keynote

CONTACT

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EXPERIENCE

Freelance Illustrator | Rode Agency | 2021 – Current

Illustrated stylized portraits in ad campaigns for Glacier Equities.

Tattoo Artist | Salvation Tattoo | Easy Peasy Tattoo | 2022 – Current

Licensed tattoo artist for walk in and scheduled clients.

Art Director | TracyLocke | 2018 – 2020

Helped design key visuals, in-store promotions, billboards, digital assets, social media posts, packaging and presentation decks for brands including Pepsi, Godiva, Johnnie Walker, Ketel One and Single Malts (Talisker, Singleton, Lagavulin, Mortlach and Oban).

Graphic Designer | TracyLocke | 2016 – 2018

Refined and translated creative toolkits for S.C Johnson into final dielines for high resolution banner ads, digital banner ads, in store displays, FSI's and billboards.

Helped manage and assign projects to studio freelancers, and reviewed them making sure all project requirements are met.

In house photo assistant for Hewlett-Packard and Starbucks photoshoot.

Concepted, shoot and designed a cover for the Ad Age Cannes

Cover Competition.

Provided design assistance on in-store promotions, advertising, social media posts, packaging and presentation decks for Pepsico brands

Design Intern | Brandfire Creative Agency | 2015

Assisted in the design and advertising of the campaign Actually She Can for Allergan.

Assisted on layout and design of brand guidelines for Native State Foods.

Participated in re-design of Brandfire's business cards and website.

Design Intern | Pamela Hovland Design | 2014 – 2016

Helped in the design of the award-winning photography book, Not in Your Face, by Susan Barnett. The book was featured in The New York Times, Huffington Post and other publications.

Assisted in signage development for the Wilton Historical Society & Museum.

Collaborated on design of marketing materials for The American Academy in Rome.

AWARDS

Gold Addy Award - Women's History Month Illustration | 2019

University of Hartford D1 Track & Field Full Athletic Scholarship | 2012 – 2016

Rookie of the Year | Hartford Track & Field | 2013

