

Kelly Taylor

CREATIVE DIRECTOR

THE SANCHEZ ADVISORY GROUP (TSAG)



CONTACT



(469) 424-5900



Kelly@KellyTaylorDesigns.com



TheSanchezGroup.biz



210 Adriatic Parkway, Suite 200
McKinney, Texas 75072



SANCHEZ

SUMMARY OF QUALIFICATIONS:

Creative, detail-oriented, and independent Graphic Designer with 20+ years of experience in brand development, digital design, and marketing communications. Highly skilled in Adobe Creative Suite with a proven track record of designing impactful campaigns for healthcare, retail, lifestyle, and nonprofit clients. Strong collaborator who thrives in both independent and team environments, delivering innovative design solutions that enhance brand recognition and drive engagement.

AREAS OF EXPERTISE:

Kelly Taylor is a versatile design professional specializing in graphic design and branding, with extensive experience creating cohesive visual identities across print and digital platforms. Her expertise includes logo and brand development, advertising campaigns, social media marketing, and layout and presentation design. Kelly is also skilled in packaging, point-of-purchase materials, and trade show or event collateral. In addition to her creative talents, she brings strong client and project management skills, ensuring that design solutions are not only visually compelling but also strategically aligned and delivered on time.

EXPERIENCE:

Creative Art Director

March 2024 – Present

The Sanchez Advisory Group | McKinney, TX

- Develop print, digital, and advertising campaigns for all Sanchez Advisory Group entities.
- Design promotional materials including advertisements, direct mail, websites, social media campaigns, signage, and broadcast media.
- Provide strategic branding guidance to ensure a consistent visual identity across platforms.
- Oversee creative direction, client communication, project management, and vendor coordination.

Owner & Founder / Creative Art Director

Feb 2008 – Present

Kelly Taylor Designs, LLC | Dallas–Fort Worth, TX

- Founded and manage a full-service design studio specializing in print, digital, and advertising campaigns.
- Partner with businesses and organizations to create promotional materials including advertisements, direct mail, websites, social campaigns, trade show booths, POP displays, packaging, and broadcast media.
- Guide clients through branding strategy, ensuring consistent visual identity across platforms.
- Manage all aspects of creative direction, client relations, project timelines, and vendor coordination.

Art Director / Graphic Designer

Feb 2008 – Oct 2011

e-websmart | Remote (Illinois-based agency)

- Served as lead designer for print and web projects, collaborating directly with the Chief Web Designer and CEO.
- Developed website layouts, corporate branding, and marketing collateral for diverse clients.

Creative Director

Mar 2009 – Dec 2010

La Mode Dallas Magazine | Dallas, TX

- Designed and implemented seasonal upscale Dallas fashion magazine.
- Directed visual concepts, page layouts, and art direction for editorial content.

Senior Art Director

Aug 2002 – Feb 2009

Duncan/Day Advertising | Dallas, TX

- Developed and executed multi-channel advertising campaigns including print, outdoor, and digital media.
- Managed client accounts, oversaw media buys, and coordinated promotional projects.
- Assisted with internal processes, billing, and client communications.

CLIENT LIST

Adapt IV
Authentix
Blacktie-Colorado
Bob Williams Insurance Company
Bonafide
Colleyville Chamber of Commerce
Fig Tree Capital Ventures
MacDonald Realty Group
Medical City Decatur
Medical City Lewisville
Medical City McKinney
National Motor Club / Coach-Net
Orapin Marketing + PR
Sapience Analytics
Southlake Chamber of Commerce
Spine Team Texas
Suction Shield
Tamarack Technologies
Texas Health Presbyterian Hospital (Flower Mound, Southlake, and Denton)
Texas Health Resources
Texas Orthopedic Specialists
The Lash Lounge
US Bank

EDUCATION

Texas State University | San Marcos, TX

1997 – 2002

Bachelor of Fine Arts (BFA), Communication Design – Graphic Design



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