Untapped Potential Inc.

Kelly H.

SUMMARY

Designer, decorator, and planner of events. Creator of the environment. Apply creative problem solving and on-the- spot thinking to ensure all constituent's expectations are exceeded.

EDUCATION

B.F.A | **RHODE ISLAND SCHOOL OF DESIGN**

Kenya Program | **SCHOOL FOR FIELD STUDIES**

PROJECTS

Granby Artist Association

Member for Jewelry and Drawing; volunteered for demonstrations and working with children in the community. Participated in Open Studio events.
www.granbyartists.com/Artists/Hernsdorf/bio.html

Craft Business

Designs and handmakes custom fine jewelry.
www.etsy.com/people/kellyhernsdorf

Awards / Credentials

3Design

Awarded as Advanced Designer in 3D CAD.

Certified as a Set Decorator with Set Decorator's Union.

SKILLS

- Critical Thinking
- Planning and Organizing
- Communication
- Tactical (Results Oriented)
- Technology

WORK EXPERIENCE

MARINA LURI EVENTS ***Event Planner, Designer***

Pleased clients for events from New Britain Museum of American Art Gala to small weddings and bar mitzvahs. Work onsite to oversee smooth execution of events with great attention to detail and design. Proactively seek solutions for technical issues.

Design and fabricate custom décor elements as needed; create computer graphics, graphic designs, layouts and presentations.

THE STUDIO & GALLERY ***Jewelry Designer, Store Manager***

Designed and opened new store for the existing business from the ground up; designed exterior and interior spaces, designed displays, selected and purchased stock for inventory through travel to gift shows and auctions including furniture and giftware. Hired and managed sales staff; coordinated and solicited artists for exhibiting in the gallery space; coordinated shows and events. Designed custom jewelry both for stock and customers using traditional sketching, hand carving/building, and 3D CAD rendering software. Also did repair work for gold, platinum and silver jewelry using traditional bench jeweler techniques and laser welder, in addition to hand making fine jewelry. Created over $225k in retail jewelry within 12 months.

THE HARTT SCHOOL ***Gala Auction Coordinator***

Coordinated and assisted college's largest event by soliciting donors; managing auction database; creating an online auction system. Interfaced with University of Hartford Advancement Staff. Increased revenue from auction over previous year by over 20% on $90 Revenue by instituting a special donor program. Administered all processes and data components of silent and live auction; helped manage set-up and tear down of event; prepared database for follow up letters.

FILM, LA ***Feelance Set Decorator, Art Director, Sculptor***

Worked on various films, commercials, television shows and music videos in Los Angeles to create fabulous sets, props, sculptures, and environments, including Dumb and Dumber, Beverly Hills Ninja, Godzilla, Volcano, the MTV Movie Awards, and Deep Space Nine to name a few.

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