

Paul Kelley

creative director / art director / photographer

email

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portfolio

ch3mical.com

I don't want to be challenged, I need to be. My third grade teacher explained this to my parents.

I began my career as a nontraditional creative, a jack of all trades in a digital medium that was just beginning to show it's importance. I experimented with anything and everything at this time, mixing mediums and exploring possibilities and by doing so creating a diverse skill set that has allowed me to speak and decipher many different creative languages and act on them. I cut my teeth designing and coding websites when most were not certain what the internet was or the influence that it would eventually have.

I've worked at large agencies, small boutiques, strictly freelanced and have worn all the hats. I designed and helped establish the first ever internet alternate reality game (The Beast), created t-shirts for a-list rockstars and artists, designed more logos and laid out more print pages than I care to remember. I fell into becoming a professional photographer, this particular skill gives me the unique advantage when collaborating with commercial photographers, before, during and after a shoot. My love of the creative process, expert knowledge in experience design, brand development, interactive commerce and my diverse skill set makes me a true asset to anyone I work with.

Where I studied

University of Michigan – Ann Arbor, MI
Bachelor of Fine Arts, Graphic Design

What I've done

Global Team Blue (Prev. Team Detroit) 2013 - Present
VP, Creative Director

Leading a large team through the global redesign of Ford.com utilizing responsive/adaptive design, personalization, targeting and the migration to a new platform.

Continuing to optimize and evolve Ford.com globally and at home.

Creating and overseeing the content that resides on Ford.com and its social extensions: live action, photography, interactive experiences, etc.

Working closely with Strategy and Analytics to develop killer roadmaps.

Collaboration between disciplines on a daily basis.

Creatively leading Ford Credit.com, Ford Social.com, Ford VR app and other properties.

MRM//McCann 2010 - 2013
Associate Creative Director

Wunderman Team Detroit 2005 - 2010
VP, Associate Creative Director

Avenue A / Razorfish, Chicago, IL 2003 - 2005
Senior Art Director

Three Mountain Group, Chicago, IL 2001 - 2003
Senior Art Director

Rare Medium Inc., Detroit, MI 1999 - 2001
Senior Designer

Details

I'm a

Creative, problem solver, story teller, designer, photographer, musician, mentor and motivator.

I'm really good at

Making fun of myself, making fun of others, naming that tune in one note, guessing the time of day to the minute, taking and giving criticism, not bullshitting, noticing the details and understanding the problem.

I'm told that

I'm quick, I can sometimes be funny, I'm a slow eater, I should do voice over, I give a shit, I'm honest, I should call my mother more.

5 things I could never do without

Camera, good wine, guitar, performance cars, Bruceploitation films.

Message me if

You'd like to discuss creating something badass together or just want to Netflix and chill