



TOM KELLY

ASSOCIATE CREATIVE DIRECTOR / SENIOR DESIGNER

Experienced creative with 20+ years in retail activation, shopper marketing, and integrated CPG brand campaigns. Proven ability to concept and execute creative across national and seasonal programs for global brands, translating shopper insights into high-impact retail experiences that drive engagement and business results. Actively leveraging AI tools to enhance ideation, accelerate creative development, and improve executional efficiency.

PERSONAL INFORMATION



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LinkedIn



Chicago, IL

CLIENT BRANDS

- Kellogg's / Kellanova
- PepsiCo PFUS - Frito-Lay & Quaker
- McDonald's
- Intel
- MillerCoors
- AB InBev
- Land O'Lakes
- Blue Diamond Almonds
- Hormel
- Yerba Madre
- LEGO
- Diageo

CORE EXPERTISE

- Design & Creative Development
- Retail Activation
- Shopper Marketing Integrated Campaign Development
- Concept Ideation
- Creative Mentoring
- Client Presentation
- Production Oversight

EDUCATION

The American Academy of Art
Chicago, IL
Associate in Applied Science,
Commercial Arts (Illustration)

PROFESSIONAL EXPERIENCE

TracyLocke / Haygarth USA | 2021 - 2026

Associate Creative Director / Senior Art Director

- Led concept development and execution across national and seasonal shopper marketing campaigns for Kellogg's and Kellanova portfolio brands
- Directed integrated retail activation across in-store, digital, and promotional touchpoints
- Partnered across major CPG clients including PepsiCo, AB InBev, Diageo, Hormel, Blue Diamond Almonds, LEGO, and Land O'Lakes, with a focus on retail and packaging integration
- Developed scalable campaign platforms across multi-brand and seasonal programs
- Designed packaging for AB InBev Brewers Collective brands

Arc Worldwide / Leo Burnett | 2016 – 2019

Senior Art Director

- Developed concepts and visuals for Intel's global retail marketing across print and digital
- Created adaptable content for in-store, e-commerce, product launches, gaming, and social
- Managed a small team, including 1–2 direct reports and freelancers
- Led projects end-to-end, from concept through production

McDonald's family retail and promotions 2013 – 2016

- Leading projects as well as managing 2-3 direct reports including freelance. Worked mainly on high profile assignments typically integrated partnerships. Also, worked closely with creative director to problem solve larger client initiatives.

Senior Art Director (Design & Deliver Team) | 2011 – 2012

- Delivered multi-client work across Firestone, Allstate, PayPal, and McDonald's

Senior Art Director (MillerCoors) | 2007 – 2011

- Led shopper marketing programs and developed national/regional activation toolkits

Art Director (McDonald's) | 2003 – 2007

- Developed national retail promotions and merchandising programs with major entertainment partners including Disney, DreamWorks, Paramount, and Sony
- Presented concepts directly to clients and supported execution through production

Frankel / ARC Worldwide — Chicago, IL

Art Director | 2000 – 2003

- Developed retail marketing programs for McDonald's youth and family initiatives
- Junior Art Director | 1998 – 2000
- Designed packaging and POS for Happy Meal and family programs
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FREELANCE

VML Global — Chicago, IL

- Coca-Cola / Promotions

Arc Worldwide — Chicago, IL

- Intel & U.S. Cellular / Promotions

Clout & Currency (Michon Ellis) — Chicago, IL

- Robert McCormick Foundation

