

# NICOLE KELLY

## PORTFOLIO

VISUAL DESIGN | CONCEPT DESIGN | ILLUSTRATION | ADVERTISING

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[NKELLYDESIGN.COM](http://NKELLYDESIGN.COM)

# HI AND WELCOME

## WHO I AM

I am Nicole Kelly, a passionate, innovative and experienced Senior Graphic Designer with Art Directorial experience. Utilizing inspiration, creativity, technology and customization, I help my clients create the content of their dreams!

I achieve this through the strategic selection of designs, layouts, and colors. When working with a client, my first order of business is to get to know you, your business and the overall message you would like to convey. I ensure the content I create emphasizes the unique aspects of your business so customers learn just what the business is all about.

## MY SKILLS

I have worked as a design team manager with teams both on-site and across the globe. This role has given me the opportunity to offer other designers guidance, motivation, and support.

Having worked in the graphic design industry for over seven years, a great number of opportunities have allowed me to become even more creative and inspired by the possibilities that come with graphic design. In addition to my management skills, I am able to work with software such as Adobe Photoshop, Adobe Illustrator, Adobe InDesign, which I use to create the perfect customized content for every client.

# INDEX

Who I am	<b>02</b>
My Graphic Design Experience	<b>04</b>
History	<b>05</b>
Graphic Design	<b>06</b>
Logo Creations	<b>24</b>
Photo Manipulation	<b>36</b>
Digital	<b>50</b>

## MY DESIGN EXPERIENCE

My focus on delivering the absolute best quality material to clients led to me working with various industry in leading organizations, through which I've been able to learn and grow even further. My professional experiences cover a wide range of projects including design and development of sales books, packaging, marketing materials, advertising materials—in both print and digital media platforms—and more!

Experience.

Creative.

Design.

Inventive.

Inquisitive.



## MY PROFILE

### ADDRESS

Boston, MA

### CONTACT

845.234.5846

Nicole.Kelly2411@gmail.com

### WEBSITE

nkellydesign.com

## MY HISTORY

### WORK

- 2020 **NEWMARK**  
SENIOR DESIGNER
- 2019 **MERIDIAN CAPITAL GROUP**  
SENIOR DESIGNER
- 2017 **HOUSE OF WU**  
CONTRACTOR
- 2015 **DIGICEL DIASPORA COMPANY**  
SENIOR DESIGNER  
JUNIOR DESIGNER
- 2010 **WORLDNETDAILY COMPANY**  
ASSOCIATE DIRECTOR

## EDUCATION

Full Sail University  
 Winter Park, Florida 2010  
 Bachelor of Science Degree in  
 Digital Arts and Design

## SOFTWARE SKILLS

- Adobe Photoshop
- Adobe Indesign
- Adobe Illustrator
- Adobe After Effects
- Adobe Premiere
- Sketch

## AREAS OF EXPERTISE

- Strategic Planning & Analysis
- Typography & Campaign Development
- Social Branding & Color Theory
- Competitive Analysis & Benchmarking
- Leadership & Communication
- Advertising & Marketing Collateral
- Mood Boards & Style Guides
- Photography & Photo Editing
- Risk Analysis & Management
- Content & Media Production
- Brand Awareness & Loyalty
- Productivity & Performance
- Web Copy & Design Strategy
- Market Trends & Segmentation
- User Interface Design (UI)
- Team Building & Leadership

# 01

## GRAPHIC DESIGN

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Graphic.

Design.

Creation.

Illustration.

Drawing.

# 01

---

Is the process of visual communication and problem-solving through the use of typography, photography, and illustration. The field is considered a subset of visual communication and communication design, but sometimes the term „graphic design“ is used synonymously. Graphic designers create and combine symbols, images and text to form visual representations of ideas and messages. They use typography, visual arts, and page layout techniques to create visual compositions. Common uses of graphic design include corporate design (logos and branding), editorial design (magazines, newspapers and books), wayfinding or environmental design, advertising, web design, communication design, product packaging, and signage.

## PRINCIPLES OF GRAPHIC DESIGN

- Typography
- Visual Hierarchy
- Alignment
- Contrast
- Color
- Proximity
- Balance
- Repetition
- Negative Space
- Rules

# CHRISTINA WU

*Celebration*





# HOUSE OF WU

## CLIENTS NAME

House Of Wu

## PROJECT DESCRIPTION

Design the layout of catalog. The approximant page count per catalog is 20-60 pages depending on the collection. Edit and apply fully-retouched images to use when designing the layout of the catalog. There will be min of 3 photos per style. They include full front, full back, detail and ADs shots to be retouched. Eliminate wrinkles in skin, loose threads on clothing and flaws with the model's image. Replace backgrounds in photography, replacing windows, walls and backdrops to tell a better story; retouch skin for shadowing, lighting and special effects in post-production.

## PROJECT DATE

May 01, 2017

## PROGRAM USED

Indesign, Photoshpp



BEFORE



AFTER





ALL OF **YOUR** FINANCING IS SET?



**THINK AGAIN**

**Welcome to a borrower's market.**  
Where rates are as low as 3.20% for 10-year fixed-rate financing.

MeridianCapital.com




THINK YOU HAVE THE BEST FINANCING TERMS?  
**THINK AGAIN**



**It's a borrower's market**  
Fixed-rates are currently as low as:

<b>3.15%</b> for 10 years	<b>2.80%</b> for 5 years
------------------------------	-----------------------------

**LET'S TALK**

Contact Judah Hammer at [jhammer@meridiancapital.com](mailto:jhammer@meridiancapital.com) or 212.612.0183 for Meridian's exclusive rates and financing programs.

FIND US ON:   

Copyright © 2015 Meridian Capital Group, LLC. All rights reserved.  
Interest rates are dependent on a variety of market factors and are subject to change without notice.

# THINK AGAIN

## CLIENTS NAME

Meridian Capital Group

## PROJECT DESCRIPTION

Coming up with an eye catching campaign for borrowers market

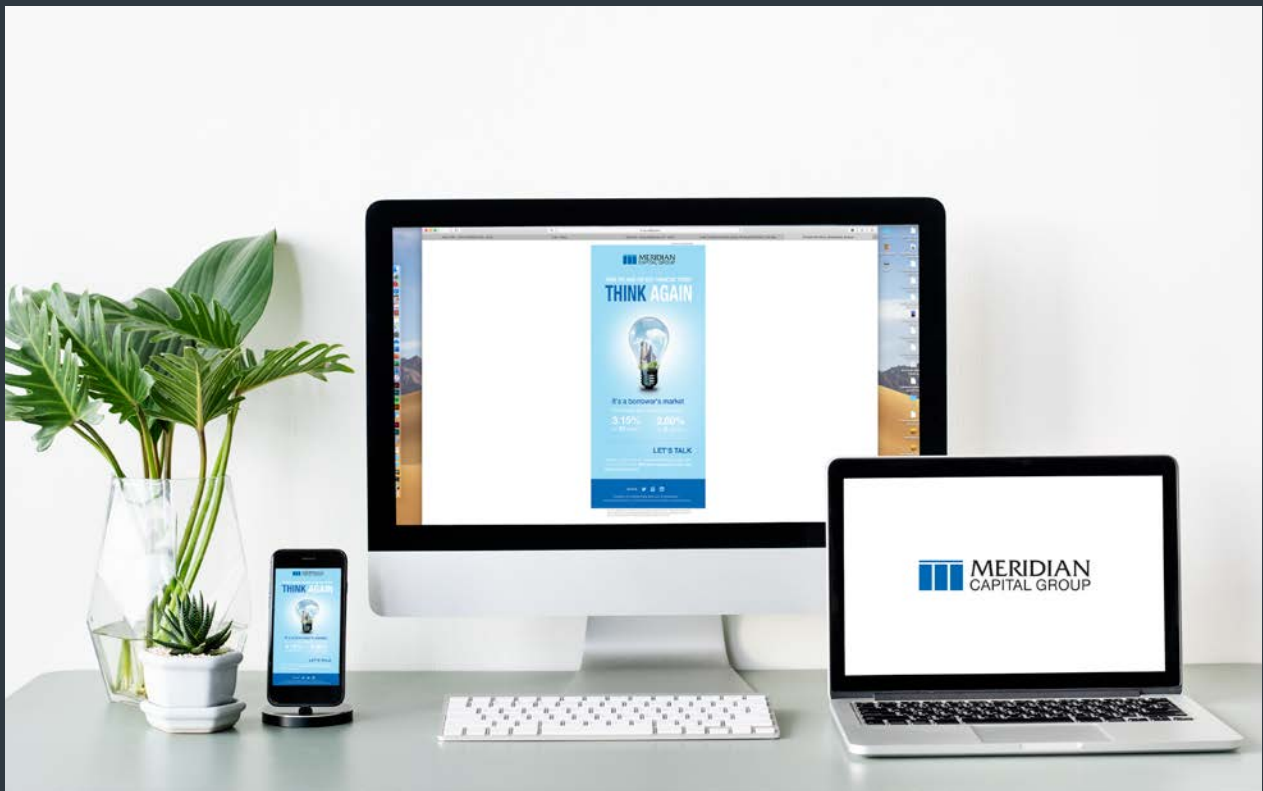
## PROJECT DATE

February, 15 2015

## PROGRAM USED

Photoshop, Indesign, Illustrator





# HISTORICAL BROOKLYN HEIGHTS

## CLIENTS NAME

Seller of building ( Meridian Investment Sales Brokers)

## PROJECT DESCRIPTION

From concept to development. Working with Photographer and other 3<sup>rd</sup> parties, receiving information from analysts, putting it all together to come up with the something unique and special to showcase what the building has to offer for potential buyers

## PROJECT DATE

August 22, 2018

## PROGRAMS USED

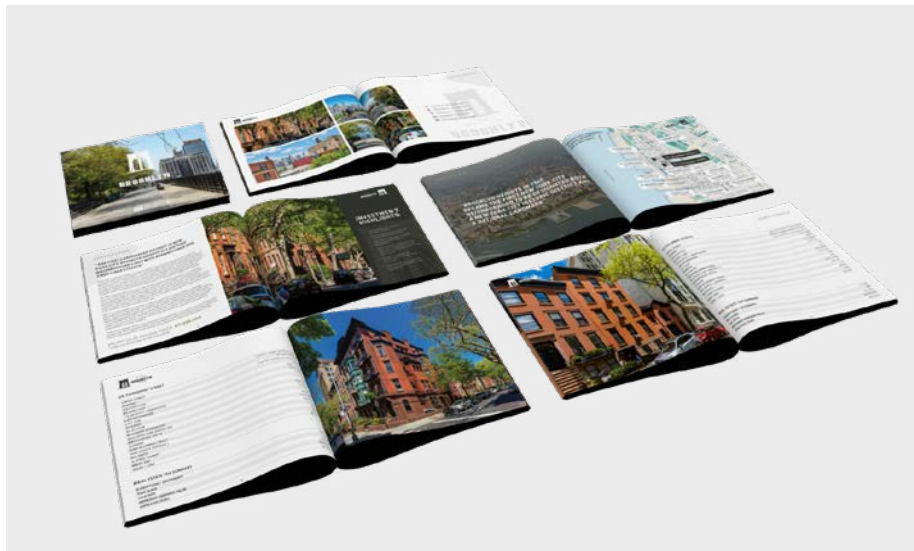
Illustrator, Photoshop, Indesign, Sendgrid, Constant Contact

HISTORICAL  
HEIGHTS



**BROOKLYN**





**MERIDIAN**  
INVESTMENT GROUP

EXCLUSIVE LISTING  
**25 PIERREPONT STREET AND  
161 COLUMBIA HEIGHTS**

Two boutique apartment buildings situated  
in the heart of Brooklyn Heights

**NEW PRICE: \$17,250,000 \$16,995,000**

- Pristine 5 story mixed use loft building | 14,600 SF
- Four spacious, high-end, **100% free market units**
- 4,000 sq-ft duplex retail with high ceilings | LXP 2029
- Prime Tribeca. Near trendy restaurants & luxury boutiques

**Amit Doshi**  
212.468.5959  
adoshi@meridiancapital.com

**Shallini Mehra**  
212.468.5958  
smehra@meridiancapital.com

**MERIDIAN**  
INVESTMENT GROUP  
800 Third Avenue, 38th Floor | New York, NY 10022

FOLLOW US  
[Social media icons]

We can assist your purchase or production from the information provided herein & make every effort to ensure the accuracy of the information provided. However, we do not warrant the accuracy of the information provided.



- TWO STUNNING 5-STORY WALKUPS
- 19 APARTMENTS | 11,757 SF
- 15/19 (79%) FREE MARKET
- LOCATED LESS THAN TWO BLOCKS APART
- ACROSS THE BROOKLYN HEIGHTS PROMENADE & BROOKLYN BRIDGE PARK

**MERIDIAN**  
INVESTMENT GROUP

**AMIT DOSHI**  
212.468.5959 | adoshi@meridiancapital.com

**SHALLINI B. MEHRA**  
212.468.5958 | smehra@meridiancapital.com

**JONATHAN SHAINBERG**  
212.468.5957 | jsainberg@meridiancapital.com

**MERIDIAN**  
INVESTMENT GROUP





## TOP UP CAMPAIGNS

### CLIENTS NAME

Digicel

### PROJECT DESCRIPTION

The Digicel Group is a leading global communication provider. They have operations in 31 markets throughout the Caribbean, Central America and Asia Pacific.

### PROJECT DATE

2011 - 2015





ONLINE AD



ONLINE AD



TRANSIT SHELTER



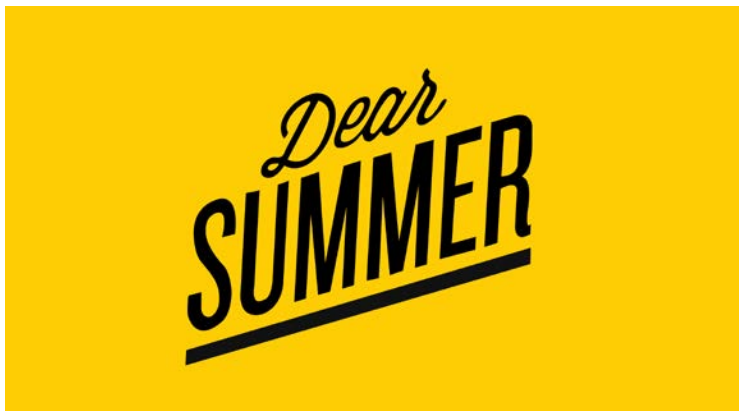
SOCCER BRACKET



BILLBOARD







## BLOOMINGDALES

### CLIENTS NAME

Bloomingdales

### PROJECT DESCRIPTION

Create graphics introducing summer. The two concepts to choose from are “Hello Summer” and “Dear Summer.” The sign can be purely typographical or incorporate any imagery of choice. The graphic is to be 17.75”x32”.

### PROJECT DATE

May 13, 2016



# CLYDE'S DEVELOPMENT SITE

## CLIENTS NAME

Seller of building ( Newmark Investment Sales Brokers)

## PROJECT DESCRIPTION

From concept to development. Working with Photographer and other 3<sup>rd</sup> parties, receiving information from analysts, putting it all together to come up with the something unique and special to showcase what the building has to offer for potential buyers

## PROJECT DATE

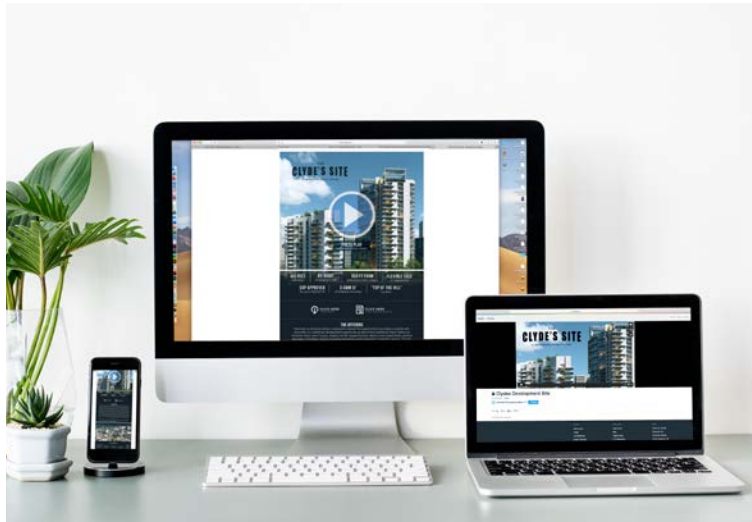
August 06, 2020

## PROGRAM USED

Indesign, Photoshop, Illustrator, RCM



# EMAIL BLAST



## VIDEO

<https://vimeo.com/473162806/1d232e7af0>

**THE CLYDE'S SITE**  
@ GREENSBORO METRO STATION

**PRESS PLAY FOR MARKETING VIDEO**

<b>ALL USES</b> Permitted	<b>BY-RIGHT</b> Development Site	<b>360 FT FROM</b> Greensboro Metro Station	<b>FLEXIBLE SALE</b> JV Opportunity
<b>CDP APPROVED</b> for up to 608,000 SF	<b>3.6MM SF</b> of Walkable Amenities	<b>"TOP OF THE HILL"</b> Location	

[CLICK HERE](#)  
for more info

[CLICK HERE](#)  
for more info

**THE OFFERING**

Newmark, as exclusive advisor, is pleased to present the opportunity to purchase or partner with ownership on a significant development opportunity located at the Greensboro Metro Station on the Silver Metro Line in Tysons, Virginia, the 10th largest business district in the United States and the epicenter of Northern Virginia's booming technology and government contracting sectors. The site, formerly the location of Clyde's Restaurant (the "Site" or "Property"), is a 1.95-acre development site with an approved Conceptual Development Plan ("CDP") that permits a maximum of 608,000 square feet of density. The Site has been approved to allow for tremendous flexibility to extract the maximum value based on the ultimate development plan: business/retail, office, retail, and total (see also below) under the approved zoning. It is situated at one of the highest vertical points in the region and sits adjacent to the Greensboro Metro Station within the Tysons Central Development Plan, a 5.79-acre mixed-use development. The site is also just a block away from the iconic, transformative, four million square foot, mixed-use development that features 350,000 square feet of Whole Foods-anchored retail, restaurant, and entertainment amenities in a 34/7 live-work-play environment that is the new downtown of Tysons. The Property is offered free & clear of debt, unencumbered by leases, and requires only Final Development Plan ("FDP") approval by Fairfax County in order to move forward with the design and construction process.

The Property presents an investor with the ability to purchase one of the last remaining development sites at the Greensboro Metro Station, the epicenter of Tysons, with incredible views and flexible, by-right zoning.

**NEWMARK**

<b>INVESTMENT SUMMARY:</b> JAMES R. CASSOP Executive Managing Director jrcassop@newmark.com 202.696.1000	<b>M. JUDSON RYAN</b> Executive Managing Director mryan@newmark.com 302.864.1000	<b>MARK ANSTINE</b> Executive Managing Director manstine@newmark.com 703.526.1000	<b>S. CLIFF CUNNINGHAM</b> Vice President scunningham@newmark.com 302.864.1000	<b>FINANCING:</b> JESSE DONATO Vice President jdonato@newmark.com 202.696.1000
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# CHRISTMAS ON US WITH AMAZING GIFTS

Weekly \$5,000 cash prizes, free air tickets  
and a brand new car.



American Airlines



[www.DigicelGroup.com](http://www.DigicelGroup.com)

**Digicel**  
TOP UP

Conditions apply. Offer valid November 3rd, 2014 to December 28th, 2014. NO PURCHASE NECESSARY. Subject to Official rules, available by sending an email to [digiceltopup@gmail.com](mailto:digiceltopup@gmail.com) with the subject line: "Digicel's Christmas is On Us" Sweepstakes Winners.

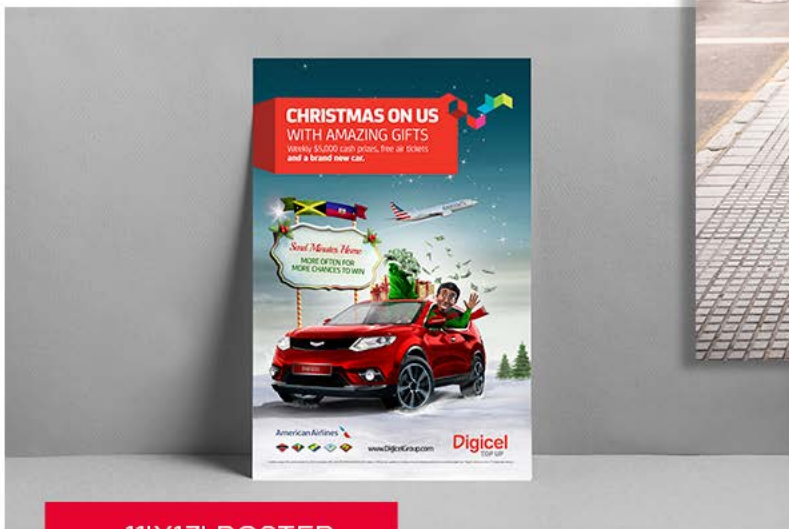




BILLBOARD



TRANSIT SHELTER



11'X17' POSTER

# TOP UP 2017 CHRISTMAS CAMPAIGN

## CLIENTS NAME

Digicel

December 01, 2014

## PROJECT DESCRIPTION

Create Campaign for Christmas on us. Weekly winnings of cash prizes, free air tickets and brand new car

## PROGRAM USED

Photoshop, Illustrator

# 02 LOGO CREATIONS

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Idea.

Scribble.

Design.

Refine.

Color.

# 02\_

A logo is a symbol, name or trademark of a company. Logos are used by companies because they represent a concise image of the company.

The challenge of logo design is to take an idea or concept and compress it down into a symbol or piece of typography

## 5 IMPORTANT LOGO CHARACTERISTICS

- Original:
- Relevant
- Versatile
- Memorable
- Timeless

# COVERURTRACKS

## CLIENTS NAME

CoverURTracks

## PROJECT DESCRIPTION

CoverURTracks is a home improvement company that specializes in interior renovations, along with interior and exterior painting. They wanted a clean and simplistic concept for their company branding. With this concept the logo was to creatively and cleverly symbolize “covering” you tracks with the use of painting. The stationary was to be clean cut and simple.

## PROJECT DATE

November 16, 2016

## PROGRAM USED

Illustrator

COVER UR TRACKS +  =





#8CC347

50/0/98/0



#000000

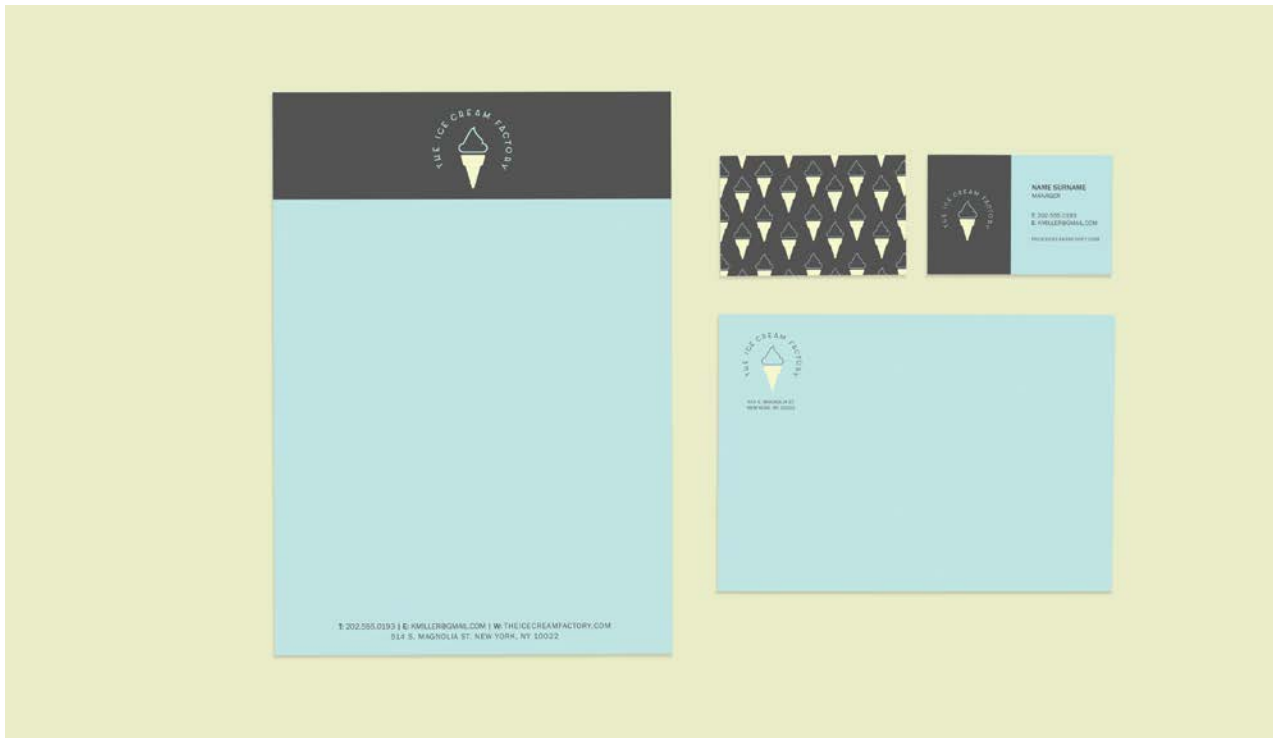
75/68/67/90







# THE ICE CREAM FACTORY



## CLIENTS NAME

The Ice Cream Factory

September 25, 2017

## PROJECT DESCRIPTION

The Ice Cream Factory contains studio, 1 and 2 bedroom lofts. They are housed in the former Williamsburg Ice Cream Factory. Even though the building is now used for housing there was a desire to keep the history of the building alive through the stationary and logo

## BE ON FITNESS

### CLIENTS NAME:

Be On Fitness

### CONCEPT IDEA:

Power button (ON)

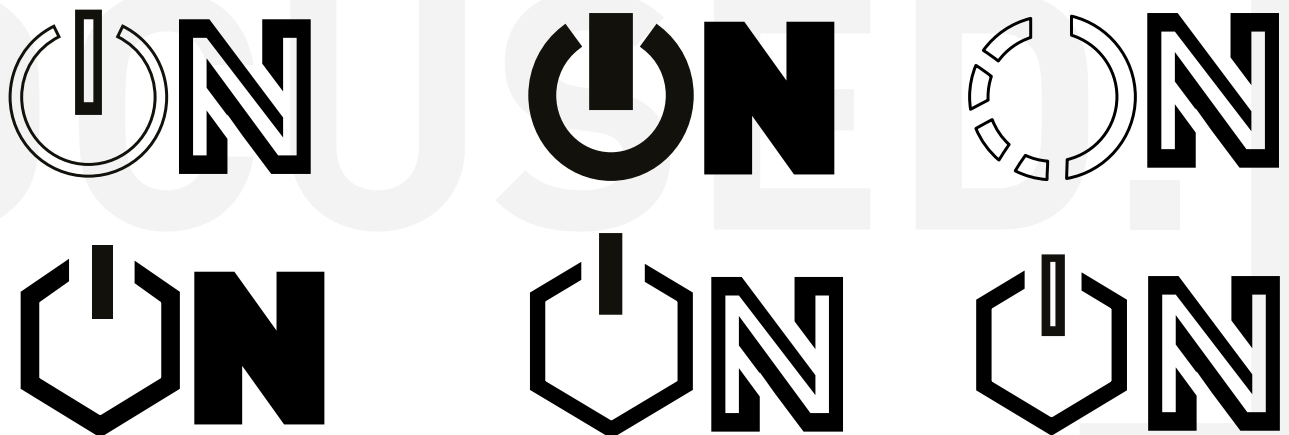
### PURPOSE:

Life Style - Clothing Line - (Athletic)

### BACKGROUND INFO:

- Power button as the O and just a N. Think: power on.
- The class is going to be called „power on. But company is called ON
- It's going to play into my Boot camp as well

### ROUND 1





# CHOSEN



# T-SHIRT



## SWEATER



## ZIP UP SWEATER











# FANTRAVELUS TOURS LLC



## CLIENTS NAME

Fantravelus Tours LLC

March 24, 2015

## PROJECT DESCRIPTION

Fantravelus is a travel agency in Fort Myers, Florida. They offer tour vacations all of the world. The logo was to contain a symbols that represented travel.

The name of the company was to be easy to read.

# THE QPD

## CLIENTS NAME

The QPD

## PROJECT DESCRIPTION

Create a sophisticated brand for dentist office opening up in LIC, NYC.

Wants: Warm, Mordern, Caring, Welcoming

Dislike: NOT CHEESY, NOT TYPICAL.

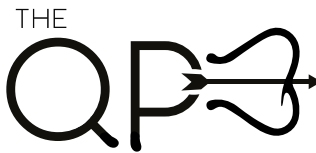
## PROJECT DATE

January 30, 2019

## PROGRAM USED

Illustrator, Indesign, Photoshop

### ROUND 1



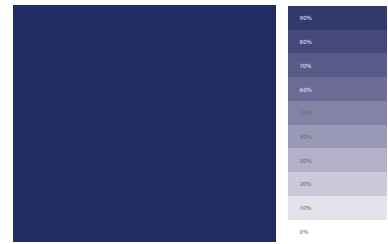
### ROUND 2



CHOSEN

# THE QPD

COLOR

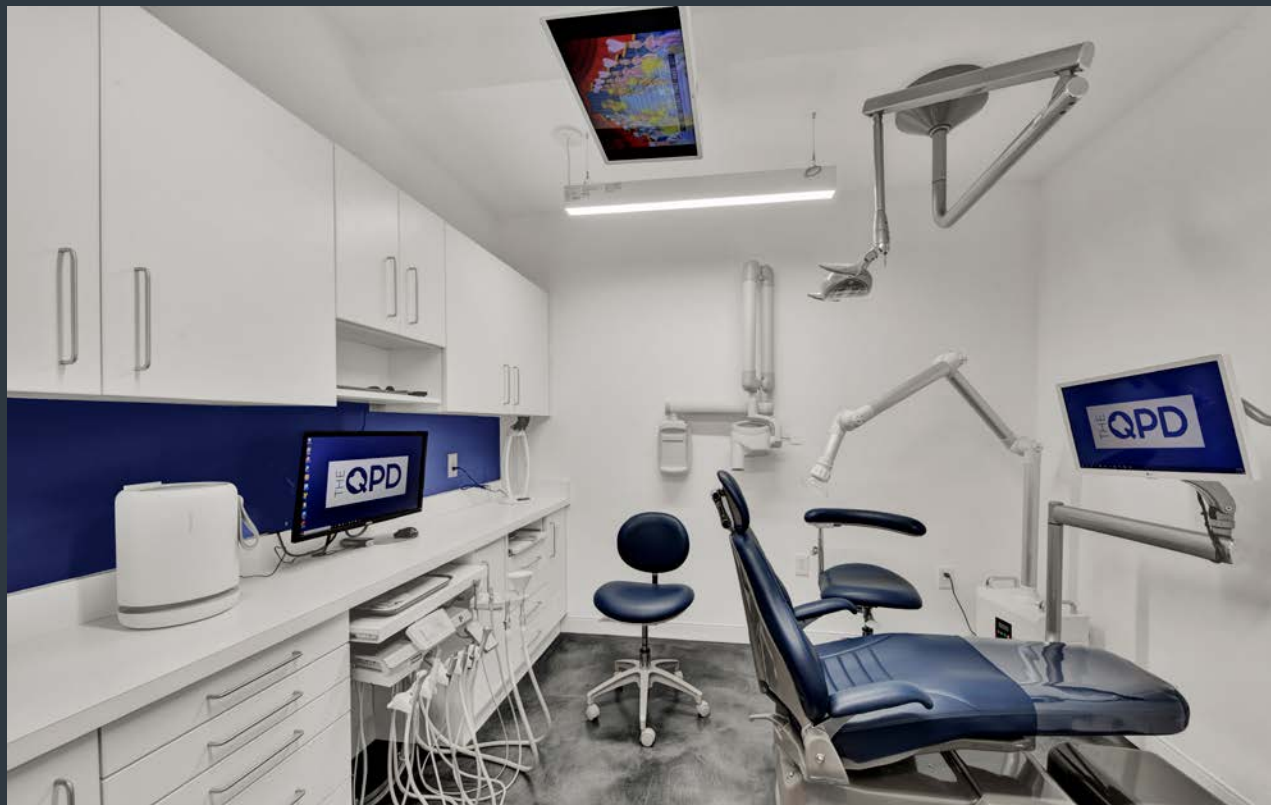


COLOR CODES  
 CMYK 75, 53, 0, 59  
 HEX #1a3168  
 RGB 26, 49, 104  
 Pantone 2758 C









## LOGOS

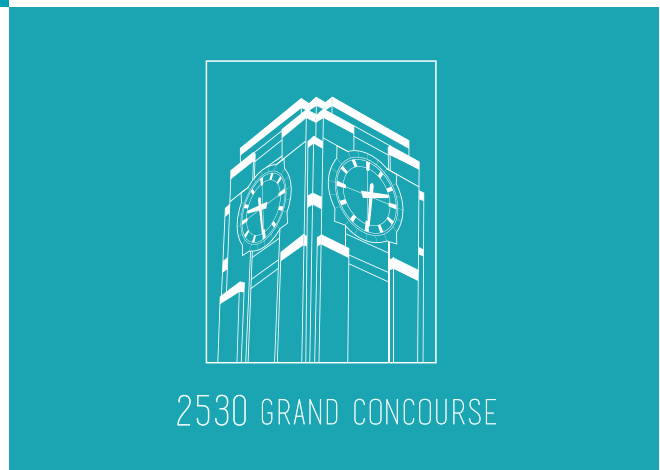


## ADDRESS/ NAMES



**CLIENT:**  
Meridian Investment Sales





# PHOTO MANIPULATION

# 03

Imagination.

Research.

Concept.

Edit.

Create.





Let the games Begin



ONE STEP

ALL IT TAKES IS ONE STEP



ONE  
STEP

***“ALL IT TAKES IS ONE STEP”***

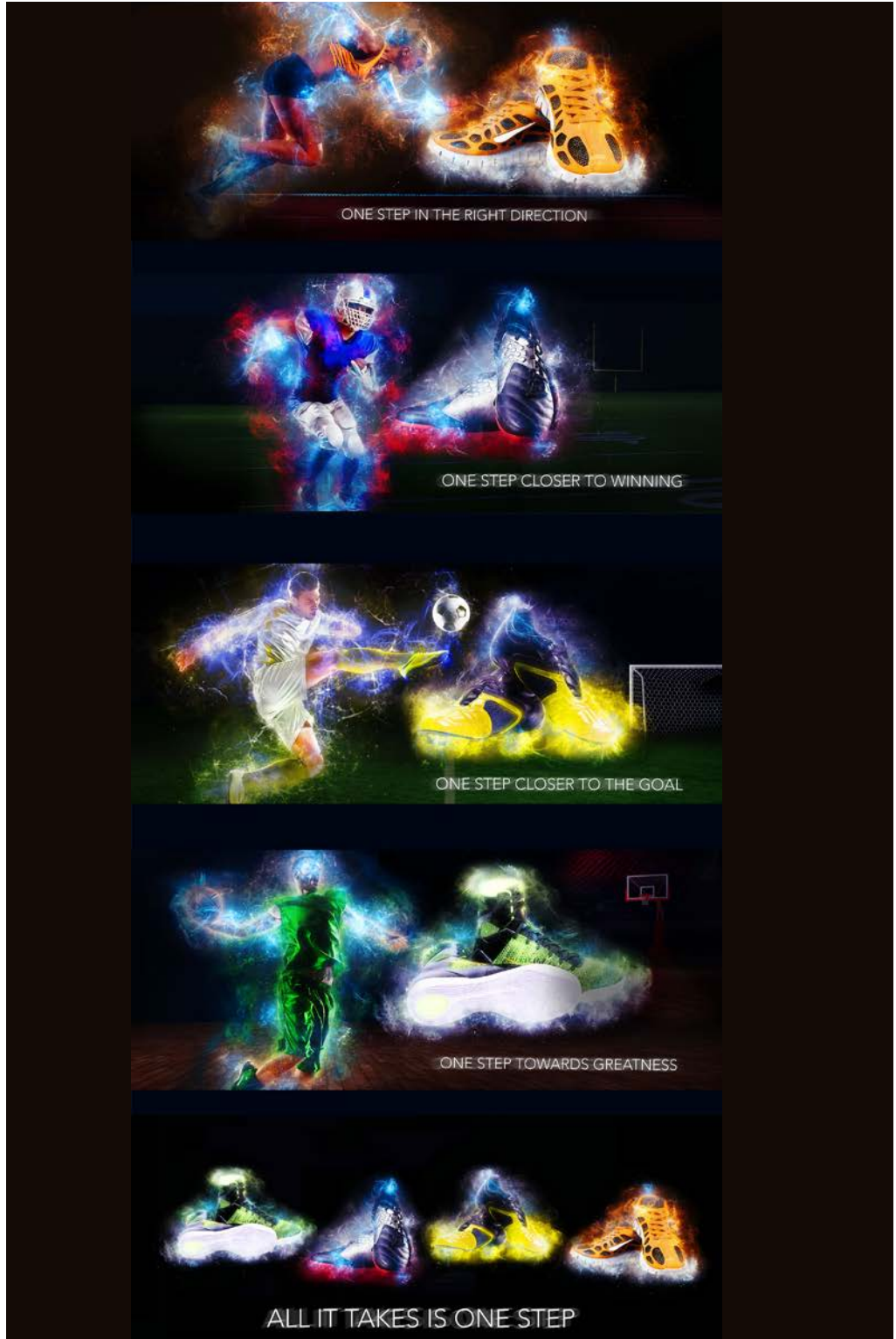


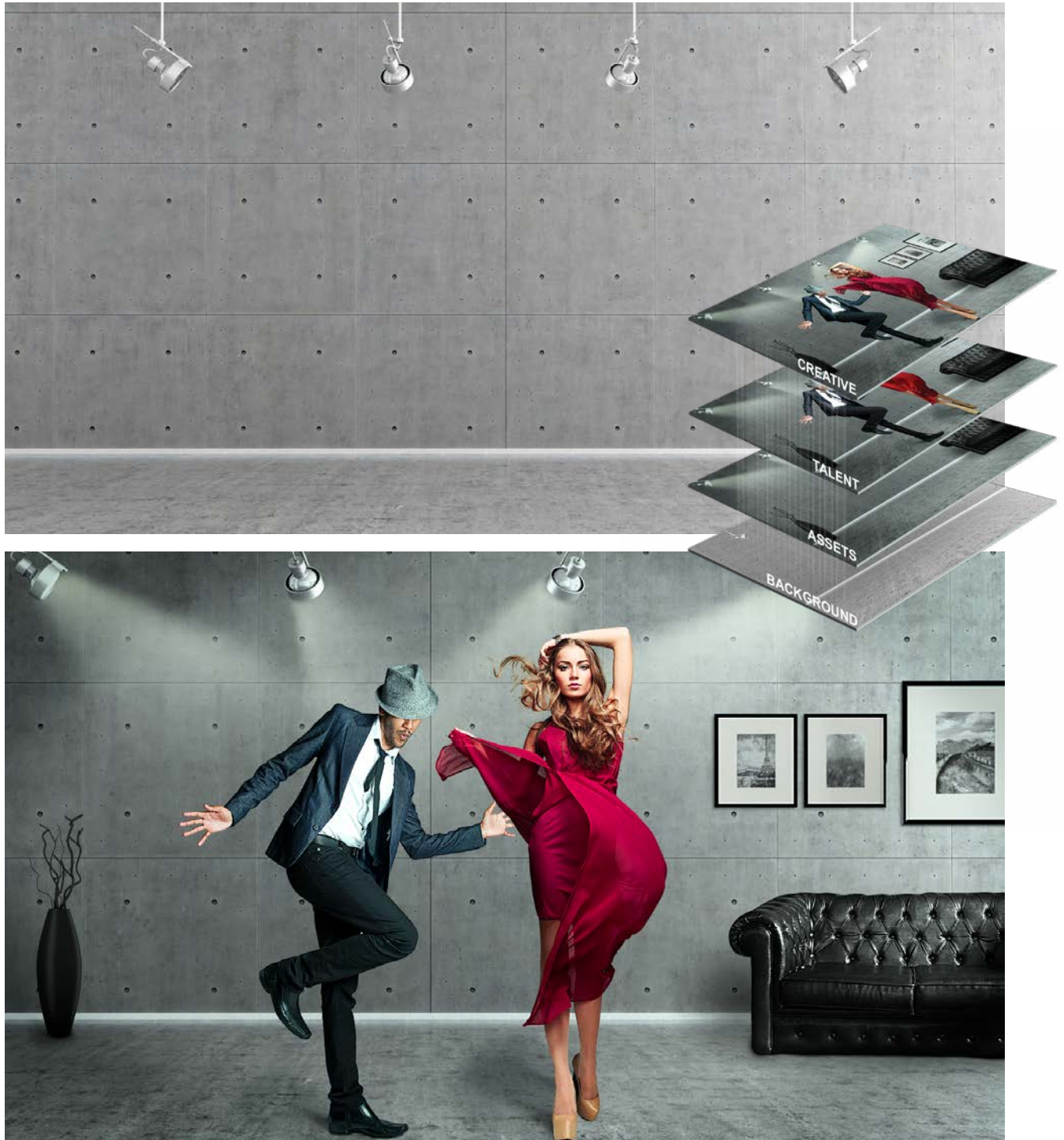
**CLIENT:**

Personal

**PROJECT DESCRIPTION**

Develop creative, high impact executions that maximize customer's feelings emotionally in relating them to the story being told visually





## BEFORE AND AFTER

### CLIENTS NAME

Personal

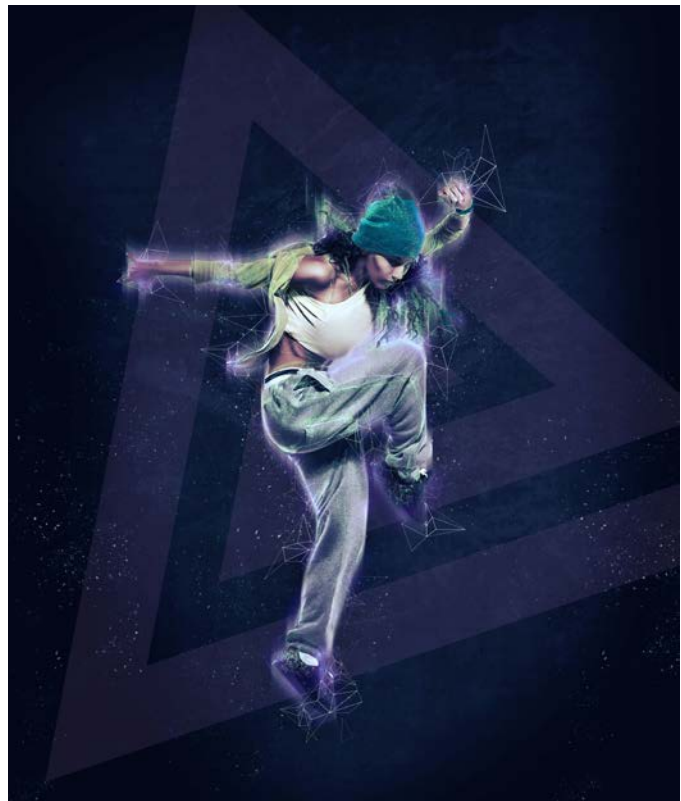
### PROJECT DESCRIPTION

Photo Minipulation

### PROJECT DATE

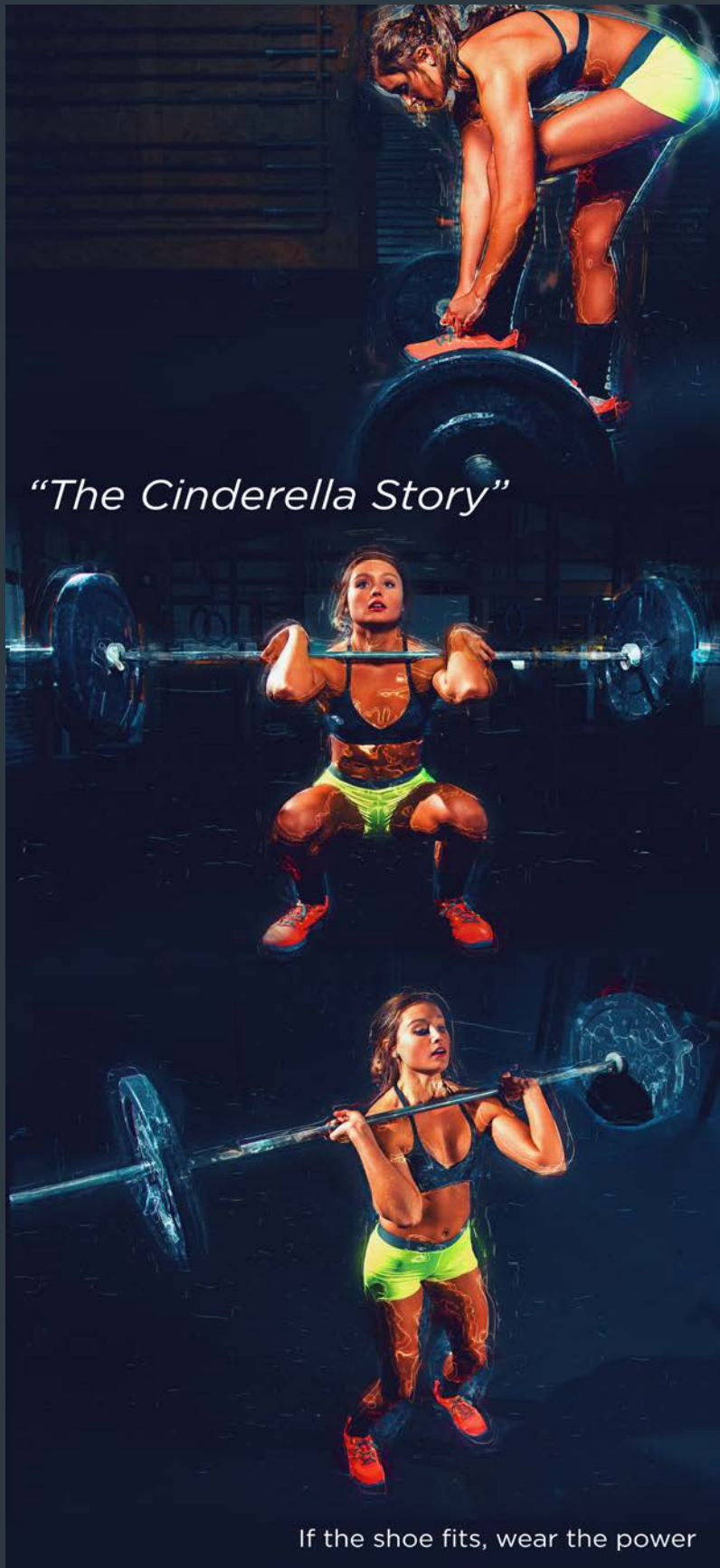
August 04, 2014











*"The Cinderella Story"*

## CINDERELLA STORY

### CLIENTS NAME

Personal

### PROJECT DESCRIPTION

If the shoe fits, wear the power

### PROJECT DATE

February 15, 2015

If the shoe fits, wear the power

# 04\_

Digital marketing is the marketing of products or services using digital technologies, mainly on the Internet, but also including mobile phones, display advertising, and any other digital medium.

## TYPES OF DIGITAL MARKETING

- Content Marketing
- Search Engine Optimization (SEO)
- Search Engine Marketing (SEM)
- Social Media Marketing (SMM)
- Pay-Per-Click Advertising (PPC)
- Affiliate Marketing
- Email Marketing
- Instant Messaging Marketing



# 04 DIGITAL MARKETING

---

Idea.

Creation.


Design.

Code.

Test.

**ON** 24/7

HOME    FAQ    SHOP



# THE TRIBE

FIGHT FOR ONE MORE SET.  
FIGHT FOR ONE MORE REP.  
FIGHT THROUGH DISCOMFORT AND POWER **ON**

**FAQ**

**WHEN AND WHERE DO POWER ON CLASSES TAKE PLACE?**

Hey World!!! Currently, we are only located in Rhode Island. We are turning it ON Saturday mornings at 7:30 at PE Fitness in Pawtucket and Sunday mornings at 9am on the State House lawn. Space is limited!!! Please contact us to reserve your spot! Have a tribe of people, but can't make it on the weekends? Let us bring the class to you. Contact us for more details!

**WHAT FITNESS LEVEL SHOULD I BE AT TO PARTICIPATE?**

All fitness levels are welcomed! The class is as hard as you make it. Most of the exercises we do are time based. Most rep based exercises are placed at the end of the circuit so people can do them at their own pace, not feel rushed or feel they may be holding others up.

**HOW DO I SIGN UP?**

Really easy! Just send a quick email to beonfitness247@gmail.com or send us a message on Instagram at BEON\_247. Feel free to contact us with any other questions you may have as well!

**ARE THERE RULES?**

Yes, we have rules! While some rules are meant to be broken these rules aren't.

1. Due to limited space all eggs and comfort zones need to be left at the door
2. come in ready to work! We don't scream or yell but we do want you to achieve your personal best while here.
3. Encourage and motivate others. We are team, a tribe. We are a family.

**GET IN TOUCH**

FIRST NAME

LAST NAME

MESSAGE

RHODE ISLAND  
EMAIL: XXXXX  
PHONE: XXX.XXX.XXXXX

**CONTACT US TODAY** →

**BE ON**  
HOME  
FAQ  
SHOP

**EXPERIENCE**  
SHOPPING INFORMATION  
TERMS OF USE


**FOLLOW US**  
@ @ @ @

All Rights Reserved © BE ON


**ON** 24/7

HOME    FAQ    SHOP

**ON OFFICIAL PULLOVER HOODIE**



→ NEXT



HOME    COLOR    ????    SIZE


**PULLOVER. READY. GO**

This pullover hoodie is made of 100% California Fleece Cotton. Its super comfortable (this is the only time we invite comfort in life!) Pre-washed to minimize shrinkage.


**PRICE: \$55.00**

QUANTITY    SIZE


1    SELECT →    **ADD TO CARD** →




**KEEP IT ON**



**ON OFFICIAL PULLOVER HOODIE**  
\$55.00



**LADIES POWER ON CROP TOP**  
\$55.00



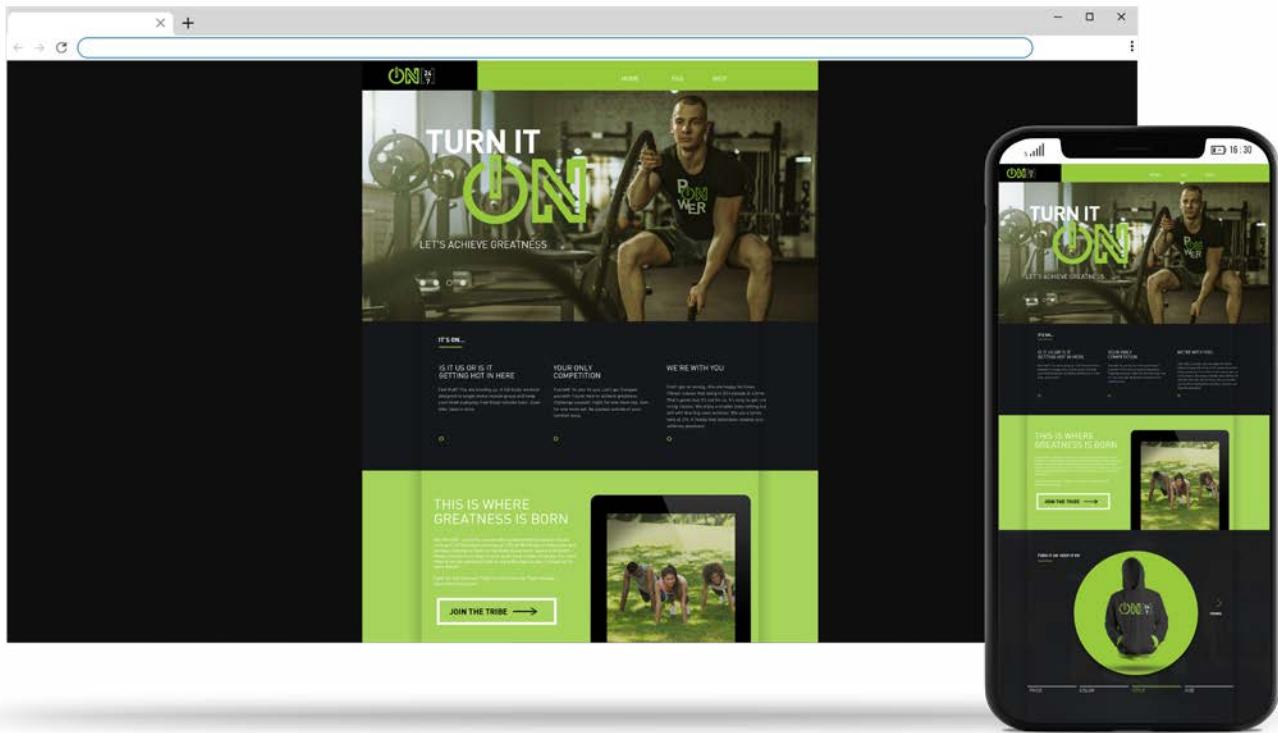
**ON STACK ZIP HOODIE**  
\$55.00

**BE ON**  
HOME  
FAQ  
SHOP

**EXPERIENCE**  
SHOPPING INFORMATION  
TERMS OF USE

**FOLLOW US**  
@ @ @ @

All Rights Reserved © BE ON



# BE ON FITNESS

## CLIENTS NAME:

Be On Fitness

## CONCEPT IDEA:

Power button (ON)

## PURPOSE:

Life Style - Clothing Line - (Athletic)

## BACKGROUND INFO:

- Power button as the O and just a N. Think: power on.
- The class is going to be called „power on. But company is called ON
- It's going to play into my Boot camp as well

## PROGRAMS USED

- Photoshop, Illustrator, Sketch

# MAGAZINE

- NEWS
- LIFE
- TECHNOLOGY
- LAYOUTS
- MORE

**THIS IS WHERE GREATNESS IS BORN**

We are turning it ON Saturday mornings at 7:30 at PE Fitness in Pawtucket and Sunday mornings at 9am on the State House lawn.

[JOIN THE TRIBE](#)



## BREAKING NEWS

iOS7 – the Mobile OS from a Whole New Perspective



**THIS IS WHERE GREATNESS IS BORN**

We are turning it ON Saturday mornings at 7:30 at PE Fitness in Pawtucket and Sunday mornings at 9am on the State House lawn.

[JOIN THE TRIBE](#)



**Famous Company Bought a Popular Web Service**



**THIS IS WHERE GREATNESS IS BORN**

[JOIN THE TRIBE](#)




Totem Pole      The School for      25th Annual Pro

**TURN IT ON**

LET'S ACHIEVE GREATNESS

[JOIN THE TRIBE](#)



## FACEBOOK

Find us on Facebook

 **Themify**

[Like](#)

798 people like Themify.

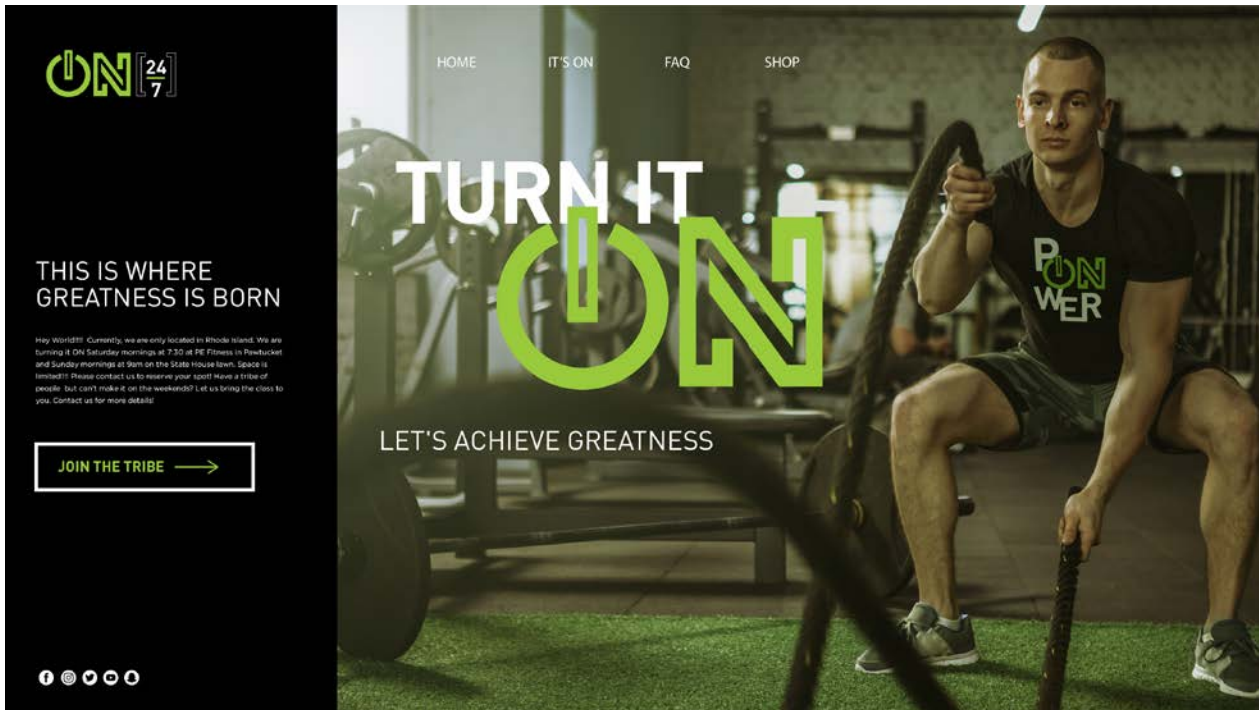


Facebook social plugin

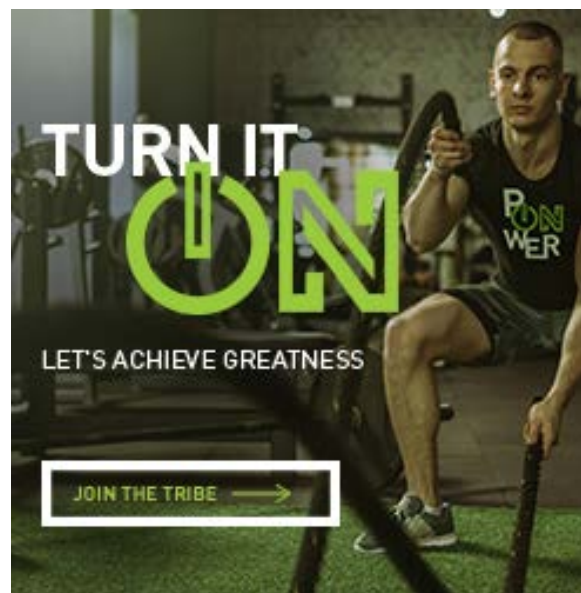
## FEATURED



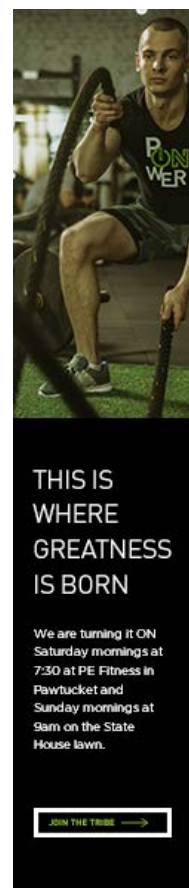
# LANDING PAGE



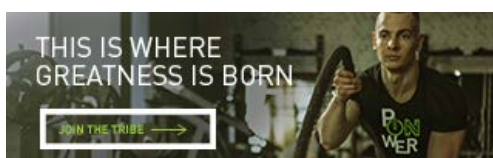
BANNER 300X600



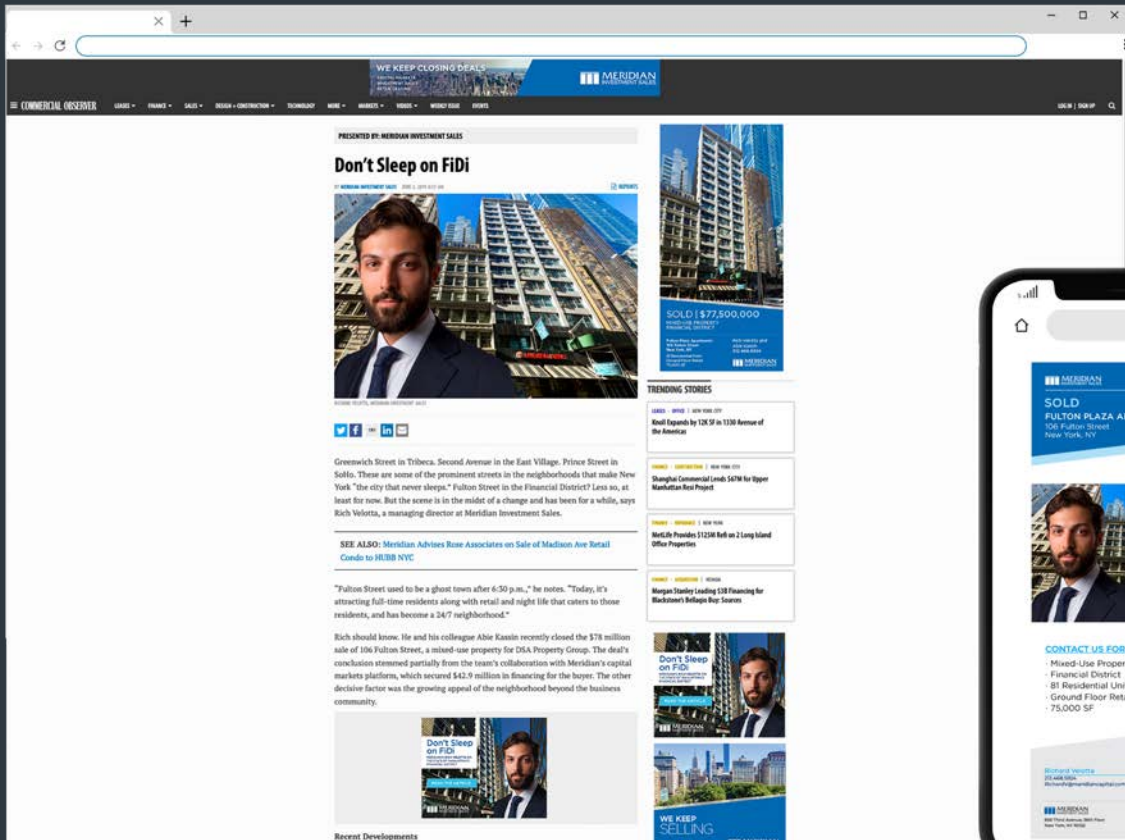
BANNER 250X250 PX



BANNER 120X600 PX



BANNER 320X100 PX



# FULTON PLAZA APARTMENTS

## CLIENTS NAME

Meridian Investment Sales

## PROJECT DESCRIPTION

Digital advertising for the sale of Fulton Plaza Apartments

## PROJECT DATE

June 05, 2019

## PROGRAMS USED

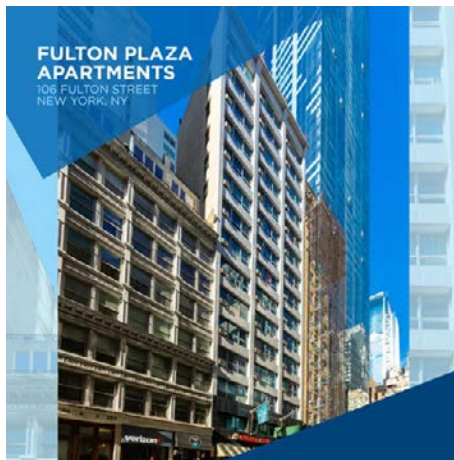
Indesign, Photoshop, SendGrid, Constant Contact, Sendgrid



# INSTAGRAM POST

# EMAIL BLAST

[View this email in your browser](#)



**MERIDIAN**  
INVESTMENT SALES

**\$77,500,000**  
**SOLD**  
MIXED-USE PROPERTY

**RICH VELOTTA**  
212.468.5924  
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# FANTRAVELUS TOURS LLC

## PROJECT DATE

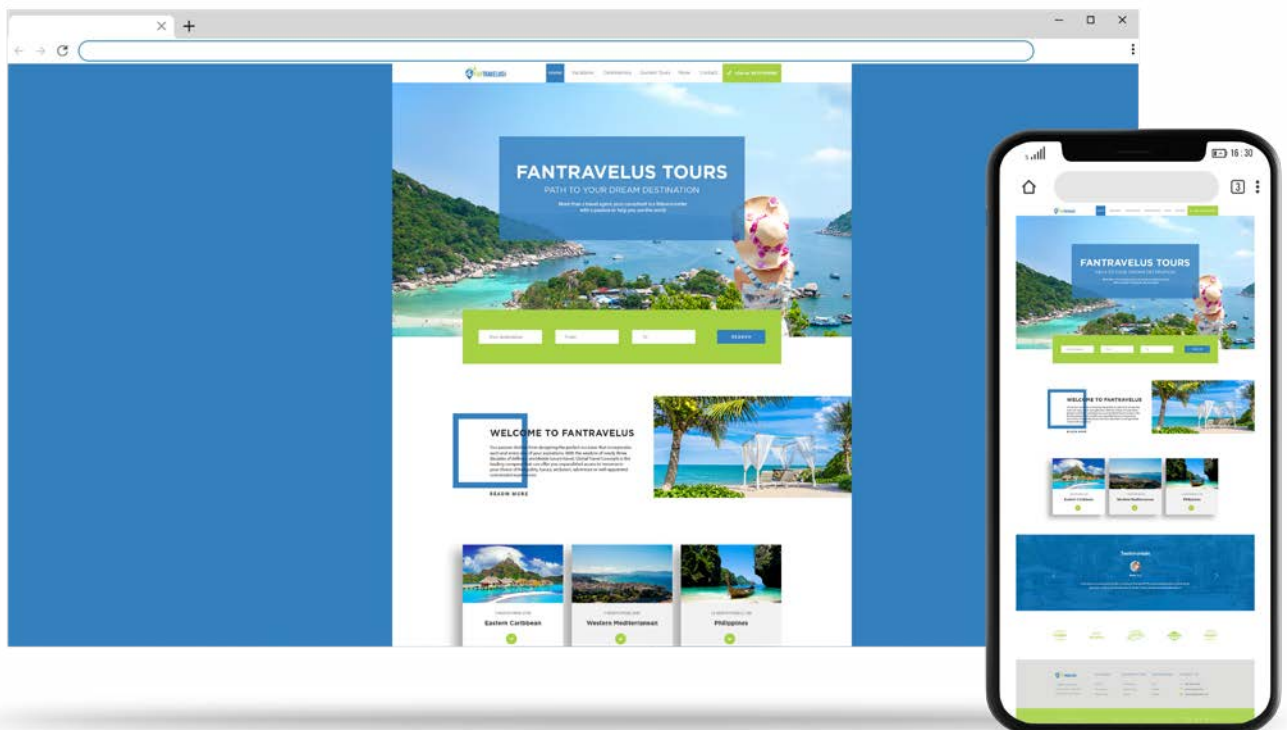
March 24, 2015

## PROJECT DESCRIPTION

Fantravelus is a travel agency in Fort Myers, Florida. They offer tour vacations all of the world. The logo was to contain a symbols that represented travel. The name of the company was to be easy to read.

## PROGRAMS USED

Photoshop, Illustrator, Sketch





FANTRAVELUS Home Vacations Destinations Guided Tours More Contact [+1-888-339-0000](tel:8883390000)

# FANTRAVELUS TOURS

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Our passion stems from designing the perfect occasion that incorporates each and every one of your aspirations. With the wisdom of nearly three decades of defining world-class luxury travel, Global Travel Concepts is the leading concept to offer you unparalleled access to immerse in your choice of tranquility, luxury, seclusion, adventure or well-appointed customized experiences.

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### Testimonials

Name Gita

I have been on numerous trips to other countries, but this trip (with Plus Archaeology) has been my favorite. My grandson is ready to go next year when he will be 17 years old and I am looking forward to it.



FANTRAVELUS

CONDITIONS APPLY. ADDITIONAL FEES FOR BAGGAGE MAY APPLY.

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