

Kelci Buss

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Hey there, I'm Kelci!



I am a branding, web designer and traveling muralist based in Tulsa, Oklahoma. I am all about creating thoughtful brand identities and signage for businesses looking to target their ideal audience through great design.

My branding services are tailored to women-owned businesses to create brand identities and web design that start with solid brand strategy. Every biz has unique needs and audiences, and my process keeps your goals aligned with the design every step of the way. Custom packages are available, which can include logo development, web design, and other various print or digital designs you might need, like business cards, service menus, and more.

I also create murals for all kinds of companies and industries across the US. My custom murals are designed around your brand, goals, and audience. Install artwork to exterior walls, interior walls, wood, metal, vinyl, concrete, and more. Designs can range from original artwork, existing logos, brand values, or even directional signage applied on a range of surfaces and environments.

I also specialize in hand-painted logos and signage. Hand-painted signage can be applied on all kinds of surfaces like windows, brick, plaster, metal.

I would love to work with you! Please read on to learn more about my work.

Kelci Buss



SKILLS

Brand strategy
Logo design
Web design
Stationery design
Custom branded murals
Hand-painted signage
Hand-lettering and illustration

AWARDS

RSU Outstanding Graduate of Fine Arts
Department Class of 2020 - Highest
Honor
Magna Cum Laude Graduate

EDUCATION

BACHELOR OF FINE ARTS, GRAPHIC DESIGN, 2020
Rogers State University
Claremore, OK

ASSOCIATE OF ARTS, LIBERAL ARTS, 2016
Tulsa Community College
Tulsa, OK

A FEW CLIENTS I'VE WORKED WITH





BRANDING

BRAND STRATEGY • LOGO DEVELOPMENT • WEB DESIGN • PACKAGING DESIGN



TAURUS SUN APOTHECARY 2021

This Oklahoma-based herbal apothecary reached out to me to develop their logo and brand strategy. We arrived at the perfect representation for this earthy brand that specializes in flower and herb medicines. The illustrations surrounding the type are parts of the calendula flower used frequently in their products.



TAURUS SUN APOTHECARY PACKAGING DESIGN 2021

Taurus Sun Apothecary is a product-based business that needed a variety of label designs covering five categories of products. I created a color-coded system signifying each product and drawing in the brand identity I had already made. Each product type has an accompanying symbol that complements the style and some draw in elements directly from the logo.



REAL AGE WORKS
BRANDING PHOTOGRAPHY

**REAL
★ AGE
WORKS**
PHOTOGRAPHY

RAW
PHOTO

TULSA  OKLA

REAL AGE WORKS
BRANDING PHOTOGRAPHY
Authenticity & Creative Collaboration

REAL AGE WORKS PHOTOGRAPHY 2022

Brand identity design including primary, secondary, and additional marks for branding photography business, Real Age Works. This brand is dynamic and spirited, so we created a unique identity to match. This typeface and treatment along with a star embellishment brings a mystical quality that reflects the brand personality. The chameleon & moon symbol found in the additional mark is reflective of the photographer's self-proclaimed 'chameleon' ability to adapt to her clients' needs.



Studio Sessions

Studio sessions offer an ideal environment to capture your brand with styled product shots and professional, personality-packed portraits. Capture your team, your services, and your products all in one place.



Tulsa Platinum



Back to Baysicks

Home Work Contact

REAL AGE WORKS

EMPOWERING BRANDS
THROUGH
SYNERGISTIC
COLLABORATION,
AUTHENTICITY,
AND TRUE COLOR IMAGES

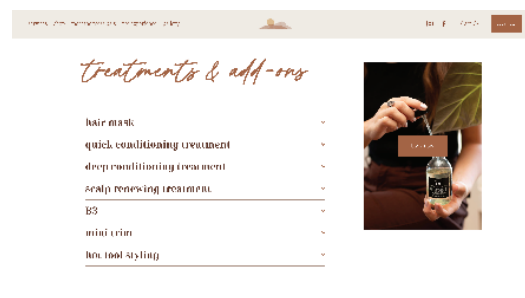
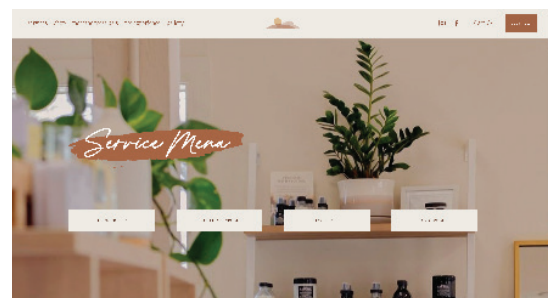
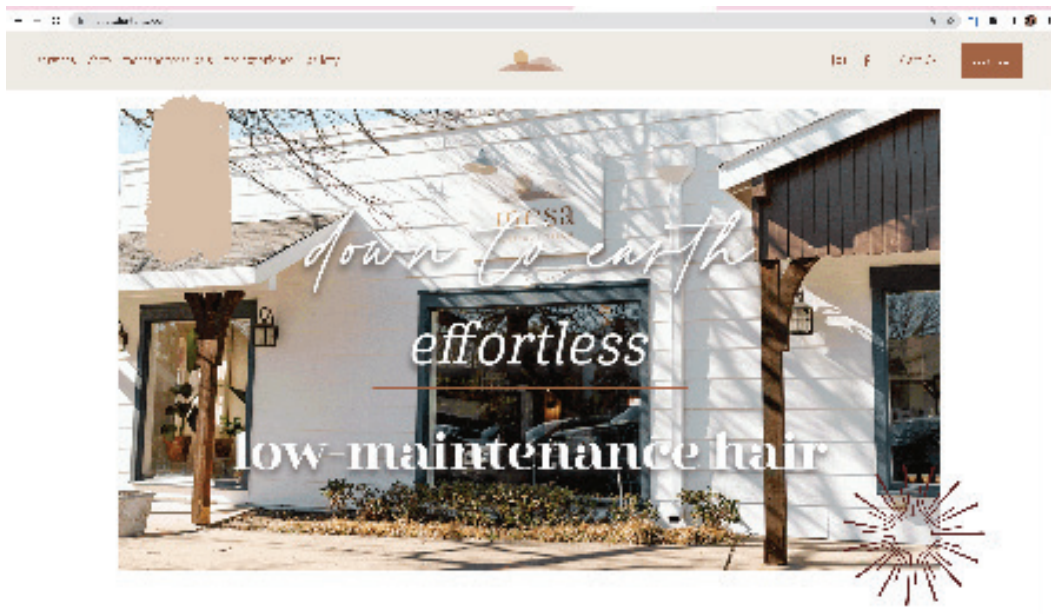


REAL AGE WORKS PHOTOGRAPHY 2022

The RAW website needed to serve three main functions: showcase work, inform about services and encourage booking, and introduce the photographer, Lauren. I kept the website as minimal as possible, with few navigation links and pages.

We wanted to let the branding shine, while still pulling back enough to let the photos speak for themselves. This website is still in progress as Lauren's small studio develops and changes over time, but the current site speaks very well to her brand personality and has landed her fresh clients since launch!

realageworksphoto.net



MESA BOUTIQUE SALON 2022

Mesa Boutique Salon is a fresh Tulsa salon still developing their branding and their team. They have a strong brand personality and salon interior, so they needed a branded website that could speak to that in order to find their forever clients and build their team.

Mesa needed quite a few pages, so organization was a priority in keeping navigation simple. We did this with logical organization of information on each page, lots of call to action buttons leading visitors to take desired action (usually to start booking), while also properly informing them about everything special about Mesa.

We also developed an e-commerce shop to allow them to purchase their products for pickup later.

mesasalontulsa.com



MURALS

INTERIORS • EXTERIORS • HAND-PAINTED LOGOS • CUSTOM ARTWORK

CYCLE BAR EXTERIOR MURAL 2021

I designed multiple options and hand-painted the final design to help the new location of Cycle Bar on Cherry Street draw in more potential riders as well as encourage passerbys and current members to take social media photos with the artwork.

We arrived at 'You Belong Here,' highlighting the inclusivity of the brand and also worked in the Tulsa skyline to relate the brand to the downtown Tulsa area. The color scheme is vibrant like the brand itself and attracts attention from up to a block away.





The Inviting Place

2022

20'x10' Exterior mural for The Inviting Place. This custom design was created with the brand in mind. Together, we chose a stationery design direction to communicate to their audience about the work they do before stepping foot inside. This design is a photo opportunity to involve their customers, communicates their social handle, and catches the attention of drivers from the busy intersection.



WILDFLOWER BLU INTERIOR MURAL 2022

Wildflower Blu reached out to me as a brand new salon mid-construction to create a welcoming branded mural to frame their front desk. This mural is 9'x9' and catches the eye even through the window as shopping center customers walk by.

Our goal was to create an abundant wildflower design that complements the existing logo. We took advantage of the unique shape of the wall to create a flowing design with depth.



BOHO LASH + CO INTERIOR MURAL 2021

Boho Lash + Co. is a salon offering lash extensions, tanning, and esthetician services. They reached out to me to add feature artwork to their waiting area drawing in elements of their branding and color palette.

The end result has been very successful in drawing in new customers and now serves as a unique backdrop for the salon's social media.

TRADER JOE'S SHARES MURAL 2018

Custom design installed in the receiving room at Trader Joe's in Tulsa to celebrate the company's food donation program.





OKLAHOMA SUNSET CONCEPT 2021

A mural design concept consisting of type and illustration.



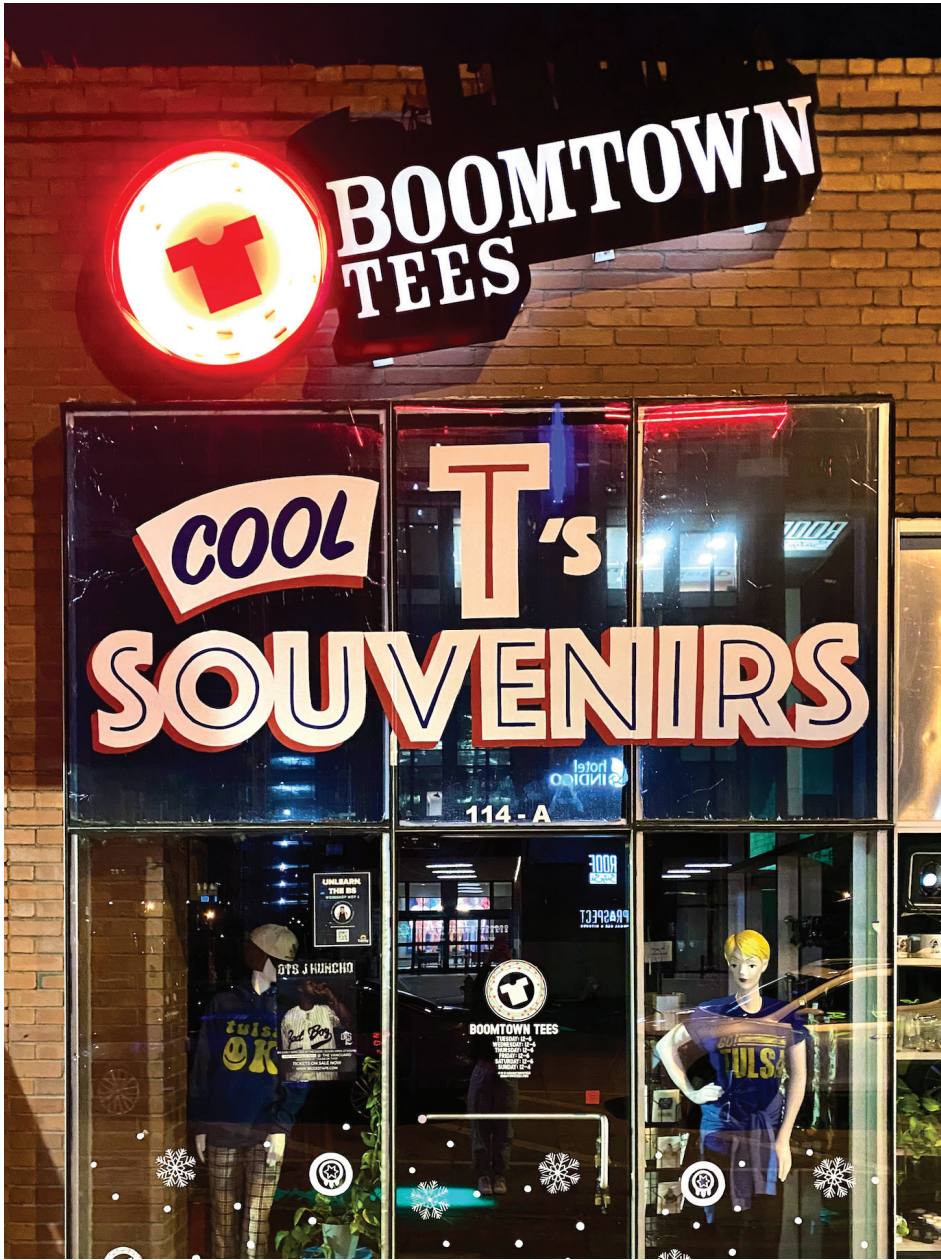
HAND-PAINTED SIGNAGE

WINDOW PAINT • MENUS • CHALKBOARDS



WHITTY BOOKS 2021

Custom branded design hand-painted on Whitty Books storefront windows.



BOOMTOWN TEES 2022

Custom branded design hand-painted on
Boomtown Tees exterior windows.



YMCA
2021

Custom branded design hand-painted on YMCA

Thank You!

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