



FOR IMMEDIATE RELEASE

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LAFCU promotes Kellie Swiger to creative director

LANSING, Mich. — LAFCU has promoted Kellie Swiger to creative director. In this new role, she will oversee the credit union’s graphic design and design intern programs.

“Kellie is an award-winning graphic designer who has helped define LAFCU’s visual presence and brand,” said Kelli Ellsworth Etchison, chief marketing officer. “Everywhere you look – whether it’s at LAFCU’s virtual spaces, a branch or a marketing program – you’ll see something Kellie has touched.”

Swiger has 20 years of experience in graphic and web design. She’s been with LAFCU for 10 years. She has spearheaded many projects that have won state and national awards, including the art-inspired, 6-foot-tall LAFCU promotional letters and the teen/young adult LAFCU My Way website, one of three she has designed for the credit union. She has also served as a mentor for LAFCU’s design interns and designers. She is currently leading a major overhaul of LAFCU’s Planet M program that helps children ages newborn-12 learn the value of money.

“It’s rewarding to see how design helps LAFCU communicate its brand story and connect with people and communities served throughout Michigan,” Swiger said. “I look forward to leading our team in creatively demonstrating that our financial services are cutting-edge, unique and engaging. It’s inspiring to know we’re making a positive difference in our members’ lives.”

Prior to joining LAFCU, she worked as a graphic and web designer for two marketing agencies and a software company.



Kellie Swiger

Swiger, of Lansing, earned a bachelor's in fine art at the School of the Art Institute of Chicago and an associate degree in general studies/graphic design at Lansing Community College, Lansing.

About LAFCU

Chartered in 1936, LAFCU is a not-for-profit financial cooperative open for membership to anyone who lives, works, worships or attends school in Michigan and to businesses and other entities located in Michigan. The credit union serves more than 65,000 members and holds nearly \$750 million in assets. LAFCU offers a comprehensive range of financial products and services as well as an expanding complement of financial technology solutions. Members enjoy benefits such as low fees, low interest rates on loans, high yields on savings, discounts, knowledgeable employees and nationwide access to fee-free ATMs and ITMs. A recipient of the national Dora Maxwell Social Responsibility Community Service Award for credit unions, LAFCU enriches the communities it serves by supporting many organizations and causes. To learn more about LAFCU, call 800.748.0228 or visit www.lafcu.com.

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