

CHRIS KENNEDY

A Seattle-based visual designer with over 15 years of experience in print, digital, environmental, and identity design.

EXPERIENCE

Visual Design Consultant for The Creative Group **MARCH 2017 – CURRENT**

- **Microsoft Windows, Developers, and Experiences** (March '20 – current)
 - Developed visual identity for the WDX org: Including logo and color systems, PPT and email templates, posters, desktop backgrounds, swag, etc.
 - Provided presentation design support for Windows product design and product management teams
 - Concepted and created various motion projects for the Windows Insider Program and Windows social media channels
- **Microsoft Dynamics 365 – Industry and Customer Success** (2.5 months)
 - Digital and print project support — helped build and refine the organization's brand identity and internal collateral
- **Trifilm Productions**
 - Short-term project working on presentation deck designs for partner project with Tableau
- **Microsoft Office 365 Brand Studio** (2.5 years)
 - Email and web layout, branding, iconography development, gif animation
 - Helped bring all Office 365 marketing emails on-brand (created 400+ emails that reached millions of users around the world)
 - Helped concept sub-brand for Microsoft 365's Make the Shift campaign, and executed collateral for digital and event use
 - Created custom iconography used across all Office 365 marketing avenues

Graphic Designer at Effective Design Studio **AUGUST 2015 – MARCH 2017**

- Created logos, websites, and environmental graphics, for a variety of commercial real-estate clients

Visual Communications Director at North Seattle Church **JANUARY 2014 – JUNE 2015**

- Designed and maintained website on the Squarespace platform — published weekly photo and media to website and social media channels
- Refined and implemented existing brand across all digital and print materials
- Created a variety of logos and sub-brands for various departments and events

Web Designer at Golden Guru **JANUARY 2013 – JANUARY 2014**

- Created UI designs for multiple pharmaceutical research websites
- Worked with CEO of a pharmaceutical research company to create presentations and motion graphics for use in capital fundraising

Graphic Designer at Seattle Pacific University **OCTOBER 2003 – JUNE 2005, JANUARY 2007 – JANUARY 2013**

- Worked with university's Advancement team on fundraising projects including print, video, and event materials.
- Designed pieces that helped raise \$50M for school's endowment fund, and established brand for SPU's Downtown Business Breakfast
- Worked with many departments creating logos, posters, banners, booklets, videos, photography, and more.
- Worked with various print shops, choosing papers, inks, folding, dies, etc, and attended press-checks

TOOLS

Adobe Creative Suite (highly skilled with Photoshop, InDesign, Illustrator, Premiere, and After Effects), Figma, Microsoft Office Apps, HTML/CSS, InVision, Mailchimp, Squarespace, WordPress, Workfront, Basecamp.

EDUCATION

B.A. in Visual Communication from Seattle Pacific University, 2005