

KENNEDY SMITH

multimedia designer

354 Hickory Road, Gardendale, AL 35071

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PROFILE

- Multimedia designer that deeply cares for systems, consistency, and the user experience
- Experienced in designing ads, marketing materials, dynamic infographics, email layouts, explainer videos, large scale print pieces, and ADA compliant digital images
- Proficient in Adobe Creative Suite, Hubspot, Wordpress, HTML/CSS, Canva, Infogram, Figma, Google Web Designer
- Leverages AI-assisted workflows to accelerate concept development, image generation and copy ideation while maintaining brand consistency and authenticity

EDUCATION

University of Alabama at Birmingham

Bachelor of Arts in Art Studio

Concentration: Graphic Design – Minor: Marketing

Birmingham, AL

August 2014-August 2018

GPA: 3.5

EXPERIENCE

Fusable (formerly Randall Reilly)

Graphic Designer

Remote

August 2021-Present

- Create a vast array of pieces, including marketing campaign landing pages, emails with personalization tokens, engaging social media graphics, HTML5 ads, editorial layouts, industry data reports, explainer animations, videos, and event signage
- Assemble seamless marketing campaigns with excellent UI/UX, from the postcard QR code to the form submission on the landing page
- Design for 10+ brands, usually working with multiple brands on a daily basis

AMD Birmingham

Graphic Designer

Birmingham, AL

January 2021-May 2021

- Responsible for all client needs as well as managing project timelines, client communication, and vendor coordination
- Carry projects from ideation to execution, keeping the client's goals in mind
- Areas of focus include logo design, branding assets, web design, and social media content

Encompass Health

Graphic Designer

Birmingham, AL

October 2018-December 2020

- Provide hospital support by designing marketing materials, facility signage, promotional items, social media graphics, print and digital ads, and website imagery
- Conceptualize and execute advertisement design based on ad messaging
- Create custom designs within brand standards based on client requests or needs