

# KENDAL COFFEY

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## PROFESSIONAL SUMMARY

I am a Graphic Designer and Illustrator with 5+ years experience in the professional field, and a varied skillset in branding, layout, packaging design, character design, animation, ad campaigns, and more. I have spearheaded the branding of many new product launches and rebranding efforts, and designed presentations to launch products in some of the largest retailers in the world. Bonus skills: proficient in copy-writing and HTML/CSS.

## SKILLS

I am proficient in: Adobe Photoshop, Illustrator, InDesign, AfterEffects, and PremierPro. I have professional experience in: illustration, branding, logo design, layout design, typography, character design, product photography, project management, HTML/CSS and javascript web design, page layout, color theory, videography and video editing, and WordPress. I have traditional media skill in: painting with acrylic, watercolor, and oil; screenprinting; illustration in ink, pencil, and charcoal.

## EDUCATION

**BFA in Graphic Design | 2018**  
**Minor in General Business | 2018**  
*Appalachian State University*

**Associates in Arts | 2015**  
*Caldwell Community College & Technical Institute*

## EMPLOYMENT

**Lead Graphic Designer - 6 years | Hickory Brands Inc. | Hickory, NC**  
*October 2019 to Present*

During my 6 years experience in the in-house marketing team with HBI I have led the creative conceptualization and execution of high-volume digital ad marketing campaigns on Meta, Instagram, and YouTube.

In addition I have launched digital storefronts on Amazon and Shopify using streamlined asset production without compromising uniqueness in creative assets. My work responsibilities have included creating pixel-perfect designs that adhere to creative briefs, maintaining style guides for multiple brands across brand categories.

I have proven myself in managing deliverables, giving feedback to ensure quality standards are met. This includes leading brainstorming sessions for large-scale campaigns with mood boards, storyboards, and mockups to drive creative excellence. This excellence includes high-quality typography, layout, and visual storytelling with an eye for detail, as well as managing timelines and workloads efficiently, and balancing multiple projects and daily responsibilities.

I have spearheaded the branding for products for various outdoor, home care, and sporting goods brands, and helped design and present product line-reviews for some of the largest retailers in the world. I have led the design launch for several brands, rebranded several existing products for new and expanding markets, and led the visual development, marketing, and design needs of the company's 100 Year Anniversary in 2023.

## OTHER DESIGN WORK

I have freelance design experience with album artwork, website design, logo design, and book cover design. I've designed for local bands, authors, and small businesses for over a decade.

I maintain my portfolio website which I coded in HTML, using Bootstrap as a base. Over the last few years I've continuously redesigned and updated the site, and while it is nowhere near perfect, my constant goal is to improve it with every iteration.