Kitty Kennedy

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Creative and strategic storyteller specializing in brand positioning, cross-functional product marketing campaigns, and high-impact visual design

Skills: Marketing strategy, visual design, 2D & 3D digital animation, scriptwriting & messaging, multi-channel growth campaigns, video production, editing & mixing, UX research, brand positioning, and performance metrics analysis

Software: Adobe After Effects, Audition, Illustrator, InDesign, Photoshop, Premiere, Final Cut, Adobe Express, Lightroom, Media Encoder, Microsoft 360+

Experience:

Motion Graphics Designer | Expeditors | May 2022 - Present
- Lead end-to-end digital campaigns and video production strategy for global B2B marketing
- Write scripts showcasing products and services across wide range of brands and sectors
- Collaborate with a variety of stakeholders from all levels of the organization and around the world
- Craft graphic elements and templates for video, web, and regional events and sales teams
- Video production: loading in and out gear, running camera, monitoring audio, recording voice over

Senior Digital Media Specialist | Blue Plate Digital | Aug 2020 - May 2022
- Designed and edited television commercials for local and national broadcast
- Created wide range of digital media content for social, web, and arena promotions
- Produced printed materials including flyers, magazine/newspaper ads, and a billboard
- Collaborated with numerous stakeholders to develop on-brand visual stories
- Mixed and adjusted audio tracks, combining layers of music, voice over, and sound effects

Digital Media Designer (Contract) | Spaceflight | July 2020 - June 2023
- Created motion graphics for promotional and explainer videos and banner ads
- Collaborated with marketing, mission managers, and engineers to design mission badges
- Designed infographics to visually summarize upcoming aeronautic missions and achievements
- Video production (lighting, audio, set dressing) and promotional photo editing

UX Researcher (Contract) | Everly | April 2019 - May 2019
- Collaborated with client and teammates to determine an agile UX design plan
- Conducted surveys and interviews to collect both qualitative and quantitative data
- Synthesized research findings in order to make informed design decisions
- Executed user testing of wireframe website model to determine points for improvement

Motion Graphics Specialist (Contract) | Highspot | Sept 2018 - March 2022
- Brainstormed with design, video, and marketing team to create on-brand motion graphics
- Executed fully animated explainer videos for various marketing and social applications
- Developed and designed collection of motion graphics for HQ video display wall
- Edited live action videos for digital conferences and livestream events

Freelance Visual Designer | Cake Kitty Design | Feb 2018 - Present
- Collaborate with clients to produce animated logos, training videos, and explainer videos
- Create branding guides to standardize logos, colors, fonts, and graphic elements
- Work with clients to develop B2B presentations, product launches, and marketing campaigns
- Video production assistance including lighting, makeup, props, loading in/out, mic setups, etc
- Clients include Pyramide Productions, SEOPS, LeoStella, and XPath Media

Education:

General Assembly: Seattle | UX Design Immersive Bootcamp

Bellevue College | AA Digital Media Arts: Motion Graphics / Animation & Web Design