

KEVIN CONNOLLY

Graphic Designer + Art Director

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Life is too important to take so seriously. I'm quick with a joke, impossible to insult and I laugh loudly and often. The creative process is just about my favorite thing in the world, really. I'm at my happiest when I'm discussing new ideas, pushing the creative brief or asking the simplest question: "why?" (or "why not?" if I'm poking the bear). Let's make something interesting together.

SKILLS

Adobe CC

Illustrator
Photoshop
InDesign

Acrobat
Bridge
Firefly

Premiere
XD

Miscellaneous

Wordpress
Brackets
Garageband
Trello
Filezilla
iMovie

EXPERIENCE

Nazaré, an Inizio Company | Art Director, December 2020 - Present

- Leading a creative team (2-5, depending on project) dedicated to top clients, including AstraZeneca, AbbVie, JLR (Jaguar Land Rover), DSI and Hermes, among others.
- Full creative conceiving for all campaigns, immersive live events, online workshops and exhibits with audiences ranging from 10 - 500 (B2B and B2C).
- Client-facing for pitches, presentations and weekly status updates.
- Award-winning work for DSI and AstraZeneca.
- Brainstorm leader, idea generator, dumb-question-asker.
- Leading internal initiatives to foster a better, more engaged and inclusive company culture

AssetWorks | Senior Designer, June 2016 - November 2020

- Responsible for concept, design and execution of all marketing collateral and campaigns with revenue of over \$50 million, annually.
- Upkeep of website and blog with weekly content being published.
- Responsible for re-branding all acquisitions.
- Modernized the entire brand; updated the logo, website, tradeshow exhibit, presentation layouts, business card layout, all printed material (over 50 unique assets) and created a user identity guide for employee reference.

Health Advocate | Art Director, October 2012 - June 2016

- Lead small teams on rebranding and new branding efforts for products about to go to market (B2B and B2C).
- Created promotional material for print and web for the wellness industry; from brochures and flyers to landing pages and full websites.
- Lead internal branding and culture-focused initiatives to help promote team efforts.
- Custom designed, printed and hand built 3D displays for promotions and events.

Intelli-media | Lead Designer, April 2010 - August 2012

- Conceived and designed user interfaces and helped build the user experience from concept to completion
- Clients included Cephalon, ADP, Merck, Vanguard and Verizon.

PDG | Lead Designer, January 2009 - April 2010

Damar Communications | Graphic/Web Designer May 2006 - December 2008