

KEVIN CONNOLLY

Graphic Designer + Art Director

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Senior Creative with over 15 years of experience shaping high-impact visual brand identities. Dedicated to translating complex technical infrastructures into compelling, simple designs. Proven track record of owning brand strategy for global companies and building consistent visual foundations for rapidly scaling organizations in fast-paced environments.

SKILLS

Adobe InDesign	Adobe Bridge	Asana	Hive
Adobe Illustrator	Adobe Firefly	Box	Miro
Adobe Photoshop	Adobe XD	Chat GPT	Resource Guru
Adobe Acrobat	Adobe Express	Figma	Wordpress

AWARDS

- LTEN Innovation Award finalist, 2021
- Hermes, Marcom Awards winner 2018, 2019, 2020
- Digital Health Awards Winner 2013, 2014, 2015

EXPERIENCE

Calcium + Co. | Senior Art Director, July 2025 - Present

- Mentor and lead a creative team of 3 to help shape the visual brand building strategy for the largest oncology product launch in company history.
- Translate complex medical data and banking-level compliance requirements into compelling, simple visual executions for HCP and DTP materials, ensuring brand consistency.
- Own the design of high-fidelity layouts and composition for digital and print assets, establishing a strong visual brand foundation for new market entries.

Nazaré, an Inizio Company | Art Director, December 2021 - July 2025

- Led a creative team of 2-5 dedicated to global accounts including AstraZeneca and AbbVie, overseeing brand identity design and layout and composition for high-stakes projects.
- Collaborated directly with key stakeholders on pitches and presentations, translating high-level business goals into sophisticated vector illustration and design solutions.
- Shaped internal company culture through design-led initiatives, fostering an inclusive and highly documented creative environment to support fast growth.

AssetWorks | Senior Designer, June 2016 - November 2021

- Owned the concept and design execution for all digital asset design and marketing collateral, directly supporting annual revenue exceeding \$50 million.
- Modernized the corporate brand identity; updated the typography, logo, and digital presence, creating a comprehensive brand identity guide to scale the brand foundation.
- Designed and managed the rebranding of all new corporate acquisitions, ensuring visual brand consistency across more than 50 unique digital and print assets.
- Collaborated with technical teams to translate web technologies understanding into high-performing websites and blog content with weekly publishing schedules.

Health Advocate | Art Director, October 2012 - June 2016

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

PDG | Lead Designer, January 2009 - April 2010

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