

KEVIN CONNOLLY

Graphic Design + Art Direction

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Senior Creative with 15 years of experience shaping and evolving brands and brand systems. Expertise in Adobe Creative Suite, Microsoft PowerPoint, Figma and a proven track record of leading teams to deliver consistent, high-impact concepts for print, web, digital and experiential spaces.

SKILLS

- Adobe InDesign
- Adobe Illustrator
- Adobe Photoshop
- Adobe Acrobat
- Adobe Firefly
- Adobe Express
- Microsoft PowerPoint
- Figma
- Chat GPT
- Asana
- Box
- Hive
- Miro
- Resource Guru
- Wordpress

AWARDS

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

EXPERIENCE

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

- Mentor and lead a creative team of 3 to shape the visual brand design strategy and brand system development for the largest oncology product launch in company history.
- Translate complex medical data and compliance requirements into compelling, simple visual executions for HCP and DTP materials, ensuring brand consistency and MLR approval for sales team usage.
- Own the conception and design for digital and print assets, establishing a strong visual brand foundation and visibility in the marketplace.

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

- Managed a creative team of 2-5 dedicated to global accounts including AstraZeneca and AbbVie, overseeing brand identity design, sub-branding initiatives, 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 resulting in new business wins.
- Shaped internal company culture through design-led initiatives, fostering an inclusive creative environment to support fast growth resulting in improved employee engagement.

AssetWorks | June 2016 - November 2021, Senior Designer

- Owned concept and design execution for all digital assets 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 resulting in higher visibility in the competitive landscape.
- Directed the rebranding efforts for 3 corporate acquisitions, crafting comprehensive branding guidelines that improved internal communication and alignment.
- Collaborated with technical teams to translate web technologies understanding into high-performing websites and blog content with weekly publishing schedules.

Health Advocate | October 2012 - June 2016, Art Director

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

PDG | January 2009 - April 2010, Lead Designer

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