



Phone
(705) 796-6808



Email
karl.kennedy@me.com



Portfolio
www.behance.net/karlkennedy

SKILLS

Adobe Cloud:
InDesign, Photoshop, Illustrator, XD
and Acrobat

Mac OS System:
Troubleshooting, maintenance and upkeep
of the operating system.

EDUCATION

George Brown College
Commercial Art - Honours

George Brown College
Graphic Design Diploma

Apple Canada Training
Mac OS X Help Desk Essentials

REFERENCES

Leann Lennox
Manager, creative & studio services.
Mark IV
(426) 356-2767
leann@markiv.ca

Shannon Parker
Creative Director
Blakely Fundraising
(416) 878-0565
shannon.elizabeth.parker@gmail.com

PROFILE

Highly multi-talented and creative Graphic Designer with extensive experience in print design, marketing and production. Excellent collaborative and interpersonal skills with a "team player" mentality with any project.

Utilizing 20+ years of experience to enhance environments with an emphasis on working within budget requirements.

WORK EXPERIENCE

+ **Production Designer** - Blakely Fundraising: July 2023-December 2024

Taking design projects to completion across integrated campaigns, including digital (Google display ads, social media assets, HTML emails, responsive landing pages) and print (Direct mail packages, newsletters, inserts, and marketing collateral).

- Fully remote. Maintained and enhanced needs for daily workflow.

+ **Graphic Designer** - Eminent Custom Graphics: June 2021 - May 2023

Create ideas for vinyl car wrap designs and business promotional material.

- Produce items in both print and digital for vinyl applications.
- Maintain a workflow with outsourced printers and vendors.

+ **Creative Lead** - Make Your Mark Design: October 2011 - May 2021

Working remotely, I generated ideas to help clients produce an effective message with their product or brand by utilizing my skills in design.

- Achieved a now established flyer program for a major tool supplier.
- Produced recognized brands for several small business start-ups.
- Helped with work overflow in contract positions to ease production studios.

+ **Senior Graphic Designer** - The Source: October 2003 - July 2009

Conceptualized and implemented creative flyers for seasonal campaigns, as well as assist production during tight deadlines. Developed in-store POP displays and ads for newspaper/magazines. Created logos for print and/or internal usage.

- Enhanced the Advertising department by creating a new network of Mac workstations and maintaining them on a day to day basis.
- Produced several themes for seasonal promotional campaigns.
- Coordinate projects with printers, vendors and freelancers.

+ **Production Artist** - The Home Depot SSC Canada: October 2000 - October 2003

Produced monthly catalogues - seasonal/holiday tabs - newspaper/magazine - direct mail advertising. Liaison with vendors for product information, special promotions, image files. Pre-Press all vehicles for trapping issues and maintain PDF workflow before final print.

- Created several special logos for store brands (Thunder Bay, Grande Prairie)
- Collaborated with IT to mainstream workflow of Mac stations.
- Worked in retail store to establish category knowledge and brand identities.

+ **Senior Production Artist/Coordinator** - Colour Tech Marketing Inc

October 1997 - October 2003

Design-logos, brochures, business cards, letterhead and other promotional material.