

# KEVIN CONNOLLY

Graphic Designer + Art Director

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After more than a decade in the design world, I've realized two things: simple design is anything but simple, and I love the creative process. If anything uses the creative process, I'm immediately interested. Whether it's working on a brand identity or talking through an animation, I'm happy to lead the conversation or be a fly on the wall.

I take my work seriously, but not myself. I laugh loudly and often; I'm quick with a joke and impossible to insult. Life is too important to take seriously (borrowed that from Oscar Wilde).

## SKILLS

### Adobe CC

Illustrator  
Photoshop  
InDesign  
Acrobat

Premiere  
Bridge  
XD

### Microsoft

Word  
PowerPoint  
Excel

Teams  
Outlook  
OneNote

### Miscellaneous

Wordpress  
Brackets  
Garageband  
Miro

Trello  
Filezilla  
iMovie  
Resource Guru

## EXPERIENCE

### Inizio | Nazare

Art Director | December 2021 - Present

- Creative lead for a business unit comprised of major international healthcare providers. Clients include: AstraZeneca, Ferring, Alexion and more.
- Projects range from print collateral, digital workshops and branding to full service on site immersive experiences.

### AssetWorks

Senior Designer | June 2016 - December 2021

- Responsible for all concepts, design and execution of all marketing collateral and campaigns with revenue of over \$50 million, annually
- Upkeep and design for website and blog with weekly content being published
- Responsible for re-branding all acquisitions
- Modernizing entire brand

### Health Advocate

Art Director | October 2012 - June 2016

- Art direct and lead projects with small teams from concept through completion
- Design promotional material for print and web for the wellness industry; from brochures and flyers to landing pages and full websites

### Merkle Inc.

Studio Designer | September 2011 - August 2012

- Designed direct mail in digital and print format for top tier clients such as Susan G. Komen and PNC Bank
- Created web-based collateral: banner ads, web pages and acted as production designer and preflight for client projects

### Intelli-media

Lead Designer | April 2010 - August 2011

- Designed user interfaces for major companies (COBI Centocor, Valient, Verizon etc.), promotional collateral and partner company identities from concept through completion

### PDG

Lead Designer | January 2009 - April 2010

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

### Damar Communications

Graphic/Web Designer May 2006 - December 2008

- Led in development and design of small company logos, stationery, print publications as well as website design
- As it was a small studio, I also helped out by wearing many hats and dealt with clients on a daily basis