

KYLE SARA KEMP

GRAPHIC DESIGNER + SOCIAL MEDIA
+ MARKETING + PROJECT MANAGER

CONTACT ME

510.205.8669

kylekemp@gmail.com

kylekempdesigns.com

San Francisco, California

EDUCATION

SONOMA STATE UNIVERSITY (2001-05)

Bachelor of Arts degree
in Studio Arts

Program provided a
well-rounded perspective
of art, focusing on design
composition and color
scheme.

STUDY ABROAD: BRISBANE, AUSTRALIA GRIFFITH UNIVERSITY - COLLEGE OF ART (2004)

Selective international art
program, at prestigious
art college.

SKILLS

Photoshop
Illustrator
InDesign
Flash
iMovie
Final Cut
HTML
Word
Excel
Powerpoint
File Maker Pro



OUTSIDE INTERESTS

Soccer, Yoga,
Snowboarding, Cycling,
Cooking, Travelling,
Creating art, Photography.

WORK EXPERIENCE

SWIRL

Designer on Microsoft Store account (February 2014 – November 2015)

As a designer on the Microsoft Store account, I design in-store and outbound creative for Microsoft Stores ranging from print to digital and social media advertising, including:

- + Contributed to the development of Microsoft Stores' annual graduation, back-to-school and holiday campaigns, new store openings, product launches, and customer experiences.
- + Creatively launched and lead the Microsoft Programs and Events team to support client, overseeing process/workflow, design of digital and print deliverables while maintaining design elements throughout. In addition, manage photo selection, retouching and compositing to provide a comprehensive and informative product for consumers.
- + Worked closely with Producers and the Account team to develop creative solutions, manage projects, and address client feedback.
- + Collaborated on the creative strategy for the launch of Microsoft's first flagship store in New York City, designing key projects such as bus wraps, giveaway t-shirts, flyers, digital/mobile banners, etc.
- + Constantly in communication with Producers, Copywriters, Proofreaders, Account, and other stakeholders daily on projects of all types.

CLIF BAR & COMPANY

Traffic Manager, Creative Packaging (June 2013- February 2014)

- + Managed up to 40 projects simultaneously with multiple moving parts and new developments daily.
- + End-to-end packing delivery, vetting schedules with key stakeholders to ensure proper creative development, production, routing, and press time.
- + Prioritized projects across functional areas to ensure timelines are met.
- + Liaison to multiple print vendors and in house team to ensure approvals of PDF and hard proofs are complete and all needs are met.
- + Utilized insight into all needs to create new processes that yield internal efficiencies.
- + Reviewed proofs and discuss edits to be made on press, including press checks.

KYLE KEMP DESIGNS

Independent Contractor (2005 – Present)

- + Brand identity, logo design, invitation design, layout and production
- + Create cohesive and appealing labels for various food and wine products.
- + Develop concept and created brand image including color selection, illustration and typeface.
- + Brand conception application of artwork throughout Pollywog materials: wine label, printed collateral, website imagery and business cards.
- + Partner with wine label printer to ensure shape of label fits correctly to prevent flaws or imperfections.

HORNBLOWER YACHTS INC., (Hornblower, Alcatraz & Statue Cruises, Niagara Falls Cruises)

Senior Graphic Designer (May 2012 – February 2013) | Graphic Designer (January 2006 – May 2012)

- + Designed and produce national advertising materials: print and online, marketing collateral, direct mail and promotional pieces.
- + Created landing pages and animated web banners
- + Project managed and oversee concept development, layout/design, photo shoots/stock photography selection and fulfillment of final materials.
- + Produced and edit videos communicating Hornblower's services to yield positive consumer perception and drive sales.
- + Developed new brand standard guidelines resulting in company-wide efficiencies.
- + Served as key team member for new business proposals through creative management including layout, formatting, and creative/illustrative material resulting in new businesses with long standing contracts valued at nearly \$1 billion.
- + Instrumental in design and production of all interpretive signage and branding for the first-ever hybrid ferry boat.
- + Managed department workflow and project assignments to ensure timely completion of up to 50+ projects per week.
- + Managed print buying by identifying vendors and negotiating terms to attain cost-savings without compromising quality.