

abi kinne

designer + art director

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experience

senior designer barkley

March 2020 - Present

Currently, I work on the FUEL team within Barkley. This team is acutely positioned as thought leaders within the digital space for our clients. Within this model, I work with clients to concept creative and execute paid media packages for events and seasonal campaigns. We work with the client to align strategy with the creative output. Additionally, with my main client, At Home, we concept and execute video and still shoots that enhance individual executions and overall brand awareness.

digital designer WPP redfuse

July 2019 - March 2020

WPP Redfuse is the creative agency for Colgate Palmolive brands under the WPP umbrella. I worked on Tom's of Maine, a natural personal care brand. I curated their organic and paid social media presence and leveraged self-shot still and stop motion content. I worked with my ACD to concept and execute brand campaigns from start to finish, including still + video shoots, package design, and activations. I designed paid media packages as well as landing pages, and shopper assets.

junior art director MMGY global

Nov 2016 - April 2019

Primarily, I worked to design campaign creative for a wide array of clients within the travel sector. I worked on client rebrands that better aligned with their strategy and target market. I worked with multiple clients and campaigns daily. I art directed and shot video and still content, using the assets to implement new creative strategy and increase engagement on client's social platforms. For the last year, I worked with our web development team, designing websites for clients and internally.

skills & qualifications

proficient with Microsoft Office

client presentation experience

hand drawn type and calligraphy

translating data into design

organized + detail-oriented

photo and video art direction

Photoshop

InDesign

Illustrator

After Effects

XD

Fresco



education

Graphic Design, AAS

Johnson County Community College
Graduated 2016

English (General Studies), AA

Johnson County Community College
Graduated 2013