

KENNEDY WEBSTER SMITH

graphic design

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PROFILE

- Multifaceted designer that deeply cares for systems, consistency, and the user experience
- Experienced in designing ads, marketing materials, dynamic infographics, email layouts, explainer videos, large scale print pieces, and ADA compliant digital images
- Proficient in Adobe Creative Suite, Hubspot, Wordpress, and basic HTML and CSS

EDUCATION

University of Alabama at Birmingham

Bachelor of Arts in Art Studio

Concentration: Graphic Design – Minor: Marketing

Birmingham, AL

August 2014-August 2018

GPA: 3.5

EXPERIENCE

Fusable (formerly Randall Reilly)

Graphic Designer

Remote

August 2021-Present

- Create a vast array of pieces, from landing pages, emails, and animated videos to event meterboards and editorial layouts
- Assemble seamless Hubspot campaigns with excellent UI/UX - from the postcard QR code to the form submission on the landing page
- Design for 10+ brands, usually working with multiple brands on a daily basis

AMD Birmingham

Graphic Designer

Birmingham, AL

January 2021-May 2021

- Responsible for all client needs as well as managing project timelines, client communication, and vendor coordination
- Carry projects from ideation to execution, keeping the client's goals in mind
- Areas of focus include logo design, branding assets, web design, and social media content

Encompass Health

Graphic Designer

Birmingham, AL

October 2018-December 2020

- Provide hospital support by designing marketing materials, facility signage, promotional items, social media graphics, print and digital ads, and website imagery
- Conceptualize and execute advertisement design based on ad messaging
- Create custom designs within brand standards based on client requests or needs

VOLUNTEERISM

AAF Birmingham Board of Directors

Director - Print & Digital Communication

Birmingham, AL

June 2020-June 2021

Church 29:11

Event Team Leader

Morris, AL

August 2022-Present