Kendal Sparks
Graphic Designer

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EXPERIENCE

WongDoody
Production Artist
April 2021 - Present | Seattle, WA
- Mechanicalize print production of national retail collateral including promotional offers, device launches, wayfinding and seasonal resets.
- Resize and edit promotional offers and device launch motion graphics for retail experience.
- Meticulously adhere to retail and device brand guidelines for print and digital usage, and perform quality checks for consistency across builds.
- Utilize 3D software to develop visual assets and tools for retail experience.
- Design and resize web and out-of-home static digital advertisements.

ProMark
Senior Graphic Designer
October 2016 - November 2020 | Seattle, WA
- Integral member of a team that grew the company 2x in 3 years and elevated the brand to Top 50 Seller on Amazon.
- Lead, Designed and produced the visual identity for multiple award winning products, such as drones, STEM learning toys, and lifestyle products.
- Directed and designed packaging, manuals and open-box experiences for successful eCommerce and retail products and product lines.
- Developed eCommerce marketing strategies that elevated multiple products across a variety of categories to Amazon Best Seller.
- Designed and produced multi-platform social media advertising campaigns.

Freelance
Graphic Designer
January 2007 - Present | Portland, OR & Seattle, WA
- Designed successful t-shirts and logos for regional events.
- Designed visual identity rebranding, consisting of logos and brand style guides, for multiple clients.

DESIGN SKILLS
Print and Motion Production for Retail Experience
Visual Branding and Package Design
eCommerce Marketing
Photo Compositing
Web Design/Front-End Web Coding

TECHNICAL SKILLS
Adobe CC Suite (Photoshop, Illustrator, InDesign and After Effects), Autodesk 3DS Max, SketchUp, Microsoft Office Suite (Word, Powerpoint), Google G Suite, Project Management Software (Monday.com, Asana). Experience with general office and printing equipment.

EDUCATION

The Art Institute of Seattle
Bachelor of Fine Arts in Graphic and Web Design with Honors

"DESIGN IS THE SILENT AMBASSADOR OF YOUR BRAND" - PAUL RAND