

kenya brooks

SENIOR GRAPHIC DESIGNER

ICYLINCREATIVE.COM

CONTACT

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Panama City, FL

SKILLS

Adobe After Effects*

Adobe Illustrator

Adobe Indesign

Adobe Photoshop

Art Direction

Branding

Content Strategy

Digital Asset Management

Digital Design

Gen AI

Google Workspace

Mentorship & Collaboration

Microsoft Office

Presentation/Deck Design

Project Management

Retouching

Social Media (Paid/Organic)

Storyboarding

Typography/Layout/Color

Video Editing*

Web Design*

*beginner to intermediate proficiency

EDUCATION

SHILLINGTON COLLEGE

New York, NY | 2018

Certificate in Graphic Design

BINGHAMTON UNIVERSITY

Vestal, NY | 2014

B.A. in English Literature

RELEVANT EXPERIENCE

14TH AND MARKET | Remote

Freelance Design Lead | Sept 2020 – Present

Clients: *Brand, Nike, Holland Home Care, Thurgood Marshall College Fund, select podcasts

- Co-lead an internally branded annual event, The Plug Awards art directing & designing social promo, print materials, award design, and set design
- Lead design for both internal and lifestyle branded campaign assets and collateral: decks, social and promo assets, print materials, brand identities, etc.

WIEDEN + KENNEDY, BODEGA (Social Media) | Portland, OR

Content Creator, Art (Art Director & Designer) | Apr 2022 – Mar 2025

Clients: Nike, Nike Womens, Nike Basketball, Visa, Instagram, Hayward Field

- Collaborated cross-functionally to create culturally innovative social media campaign ideas rooted in audience engagement and platform strategy
- Designed polished and responsive campaign creative systems across mobile, social media, print, OOH, apparel, and paid media
- Creatively co-led production shoots for campaigns and concepts for social

HBO | New York, NY (Remote)

Freelance Digital Designer, Brand | Dec 2020 – Apr 2022

- Designed logos, static & motion graphics for HBO & HBO Max's social channels, including award recognition and a variety of programming digital promo
- Collaborated with the editorial team and more for brand consistency on social

THE SPARK GROUP | New York, NY

Graphic Designer | Apr 2019 – Feb 2021

Clients: Douglas Elliman, Earth Yoga, Harlem Cycle, Mazars, Boomer Esiason Foundation

- Redesigned websites and brand systems for clients: Earth Yoga and Harlem Cycle
- Additionally designed emails, decks, social graphics & animations, digital assets

NEW YORK ROAD RUNNERS | New York, NY

Freelance Assistant Manager, Creative Services | Sept 2018 – Mar 2019

- Supported a team of designers with project managing, creating branded signage and designing an array of digital assets for weekly and monthly major race events
- Precisely reviewed proofs, finalized print mechs and liased with vendors to completion
- Managed 400+ creative requests and invoices monthly for 2k+ employees

KIPLING (Fashion Retail) | Jersey City, NJ

Senior Coordinator, Samples & Creative Services | Jan 2017 – Apr 2018

Sample & Digital Asset Coordinator | Jul 2015 – Dec 2016

- Launched and managed a creative services system handling 40+ requests/mo.
- Assisted in designing digital assets for email, web, banners, packaging, catalogs and campaign collateral across ecom and retail platforms; and collaborated with various teams aligning on seasonal marketing needs, metrics and sale priorities
- Coordinated seasonal product and editorial photo shoots for Kipling-usa.com and partners, and managed post-production retouching and organizing images