

kenya brooks

SR. DESIGNER & ART DIRECTOR

ICYLINCREATIVE.COM

CONTACT

brks.kenya@gmail.com
linkedin.com/in/brookskenya
Panama City, FL

SKILLS

Adobe After Effects
Adobe Illustrator
Adobe Indesign
Adobe Photoshop
Art Direction
Asana
Branding
Color, Layout
Creative Strategy
Digital Asset Management
Email Design
Event Signage Design
Experiential Design
Figma
Gen AI
Google Workspace
MacOS
Mentorship
Microsoft Office
Motion Design
Presentation/Deck Design
Print Design
Project Management
Retouching
Social Media (Paid/Organic)
Storyboarding
Storytelling
Typography
UI Design
Web Design

EDUCATION

DESIGNLAB

Virtual | 2026
Certificate in Advanced Figma

SHILLINGTON COLLEGE

New York, NY | 2018
Certificate in Graphic Design

BINGHAMTON UNIVERSITY

Vestal, NY | 2014
B.A. in English Literature

A designer, art director and versatile creative with 7 years of experience creating for lifestyle, media, wellness, tech, and product-focused brands with agencies and in-house teams. My diverse background contributes to my well-rounded experience in crafting brand identities, creative strategy, print and event design, and 360 social media campaign and content storytelling that feel stylish, intentional and emotionally resonant. Working in fast-paced spaces, I can contribute to multiple workstreams while guiding junior creatives and collaborating to push boundaries.

PROFESSIONAL EXPERIENCE

14TH AND MARKET | Remote

Freelance Design Lead | Sept 2020 – Present

Clients: 14th And Market, Nike, Jordan Brand, Lincoln University, Roc Nation, Battle of Jollof

- Co-led annual events, The Plug Awards, Battle of Jollof and seasonal events for Nike and Jordan Brand art directing/designing expansive visual brand identities, social promo, print, award and set design concept
- Lead design for both internal branding and client facing visual brand systems for: 14th And Market, Lincoln University, Battle of Jollof, sub-branded podcasts and more with decks, social assets, print materials, brand guidelines, etc..
- Mentored junior designers with shared projects, and supervise regularly for quality assurance and guidance

PRIME CONTENT | Remote

Freelance Senior Brand Designer | Aug 2025 – Present

Clients: SkinCeuticals

- Design over 100 assets ranging from emails, PDPs, social promotional and educational assets, mailers, paid digital ads (web and mobile), animated gifs, and web banners for global beauty product launch campaigns adhering to company processes and brand guidelines while delivering polished timely and detail-oriented assets

WIEDEN + KENNEDY, BODEGA | Portland, OR

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

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

- Collaborated with strategists, copywriters, CDs, producers, etc. to create culturally innovative social media campaign digital and video ideas rooted in audience engagement and platform strategy; Instagram, YouTube, TikTok, FB
- Creatively co-led campaign production shoots and social concept for industry leading brands while effectively cross-collaborating with teams
- Art directed experiential event “Roots and Recipes” a community-focused mixed media art gallery event to honor the global Black diaspora with food vendors and artists, with both digital and print assets, production and photo shoots
- Designed polished and responsive campaign creative systems across mobile, social, print, OOH, apparel, and paid media
- Supervised 4 seasonal interns and managed design/creative workload weekly to develop skillsets and strengthen workflow

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
- Streamlined project management with Creative Ops for a team of 30+ designers
- Collaborated with cross-functional teams (internal and external) to ensure brand consistency across social channels

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MacOS
Mentorship
Microsoft Office
Motion Design
Presentation/Deck Design
Print Design
Project Management
Retouching
Social Media (Paid/Organic)
Storyboarding
Storytelling
Typography
UI Design
Web Design

PROFESSIONAL EXPERIENCE

THE SPARK GROUP | New York, NY

Graphic Designer | Apr 2019 – Feb 2021

Clients: Earth Yoga, Harlem Cycle, Waterkeeper Alliance, Mazars, Douglas Elliman

- Designed a range of digital assets ranging from websites, emails, web banners, social media graphics and animations, flyers, infographics, and brand identities while mentoring interns and partnering with them on select work
- Supported intern development through feedback, critiques, and project co-ownership on client work

NEW YORK ROAD RUNNERS | New York, NY

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

- Provided design support to a team of 8 designers with emails, social/digital assets and event print collateral
- Finalized print mechanicals and liaised with various production vendors to completion
- Spearheaded weekly meetings to troubleshoot concerns and productivity, ensuring timely deliverables; Additionally co-launched a project management system to streamline creative requests for 2,000+ employees
- Independently managed 400+ creative requests, invoices, and event deliverables for the NYC Marathon and a number of major borough races as well as localized weekly races monthly

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