

## Kitty Kennedy

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Visual Designer specializing in digital animation, graphic design, and UX.

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**Skills:** Digital 2D and 3D animation, graphic design, print design, UX research, prototyping, video editing, photography, HTML/CSS, sketching, illustrating, storyboarding, and copywriting

**Software:** Adobe After Effects, Sketch, InVision, Illustrator, InDesign, Photoshop, Premiere, Final Cut, Dreamweaver, Maya, Unity, Camtasia, Media Encoder, Box, Smartsheet, Trello

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**Experience:** **Motion Graphics Specialist** | Highspot | Dec 2019 - Present

- Brainstorm with design, video, and marketing team to create on-brand motion graphics
- Execute fully animated explainer videos for various marketing applications
- Develop and design collection of motion graphics for video display wall
- Edit live action videos for digital conferences and livestream events

**UX Researcher** | Everly | April 2019 - May 2019

- Collaborated with client and teammates to determine an agile UX design plan
- Conducted surveys and interviews to collect both qualitative and quantitative data
- Synthesized research findings in order to make informed design decisions
- Executed user testing of wireframe website model to determine points for improvement

**Freelance Motion Graphics Specialist** | Cake Kitty Design | Feb 2018 - Present

- Collaborate with clients to develop animated logo, lower thirds, and explainer graphics
- Create motion graphics package to standardize video content across organizations
- Work with clients to develop concept sketches, storyboarding, and sample animations
- Video production assistance including lighting, makeup, props, loading in/out, mic setups, etc
- Clients include Pyramide Productions, TalentReach, LeoStella, and Reclaim RI

**Motion Graphics Intern** | Pyramide Productions | June 2018 - Sept 2018

- Designed and constructed motion graphics for Microsoft, Expedia, Amazon, Slalom, Icertis, etc
- Collaborated with stakeholders to create and update motion graphics / animations
- Developed sample animations and visuals aligned to branding guidelines for pitch presentations
- Created media content for each client's unique file formats' requirements and channels
- Consolidated animated graphics package to standardize video content across organizations
- Worked with multiple teams to prioritize work, edit video, write captions, film, and curate media

**Owner and Cake Engineer** | Cake Kitty | Jan 2015 - Dec 2015

- Collaborated with clients and nonprofit organizations to create dream cakes for special occasions
- Designed and managed branding material including logo, website, and print materials
- Launched CelebritiesWithCupcakes.com to build online presence and increase followers
- Maintained all finances by tracking sales, expenses, and taxes

**Web Presence Manager** | Bread & Bears, LLC | Sept 2010 - Feb 2015

- Managed multiple online media platforms including website, Facebook, Twitter, and Yelp
  - Increased sales by 10+% by curating engaging content for social media
  - Analyzed sales and behavioral data to maximize social media content and featured weekly specials
  - Photographed and produced all promotional materials for online and print ads
  - Designed and created effective print content including: menus, order forms, and stickers
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**Education:** General Assembly: Seattle | UX Design Immersive Bootcamp  
Bellevue College | AA Digital Media Arts: Motion Graphics / Animation & Web Design