



Kendall K Scavo
BRAND DESIGNER &
UI DESIGNER



EXPERIENCE

Pioneer Square Brands

BRAND DESIGNER

January 2019 - Present | Remote

- Led and worked with the in-house creative marketing team to create designs and content for social media, email and marketing campaigns and advertisements, packaging and trade show displays for four different brands.
- Helped to hire, train, and mentor a small team of designers and developers to aid in the direction and execution of marketing initiatives.
- Headed branding initiatives for all associated brands including the brainstorm, design, creation, and presentation to business stakeholders of brand standards, positioning, and visual identity.

zulily

UI DESIGNER

October 2017 - January 2019 | Seattle, Washington

- Collaborated with copywriters, photographers, and stylists to conceptualize and produce a high-volume of responsive website assets both static and animated.
- Communicated with and presented work to site merchandisers and stakeholders to assure designs were on-trend, followed brand guidelines, and were vendor approved.
- Worked directly with team copywriters to ideate and craft copy for vendor campaigns and made sure that it kept with the zulily voice and worked with the concept design.
- Spearheaded an initiative to make past designs more accessible through the creation of a team portfolio website that allowed for team collaboration.
- Performed a daily site audit to ensure visuals are consistent and ADA compliant.

KennyK Designs

FREELANCE DESIGNER

August 2011 - Present

- Worked on projects associated with branding, visual design, social media marketing, copywriting, and UI design.
- Produced brand guidelines and style guides upon project completion to ensure visual consistency across all assets.
- Communicated on behalf of clients with printers, web hosting services, and vendors to execute projects and manage client expectations.
- Managed contracts, timelines, and project flow with a variety of clients and small business owners across the United States.

Madwire

LEAD UI DESIGNER

August 2013 - August 2016 | Fort Collins, Colorado

- Trained incoming designers to be knowledgeable of company procedures and ready to work on their own within a week of hire.
- Collaborated with team of marketing executives, project managers, and copywriters, to take projects from ideation to completion within two weeks of client acquisition.
- Designed and built websites, branding, infographics, email templates, and print collateral for small businesses across the country.
- Worked with internal teams to improve website conversion rates and improve company processes to evolve with ever changing marketing goals and strategies.



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SKILLS & SOFTWARE

Technical

ADOBE CREATIVE SUITE

Illustrator
Photoshop
Indesign
After Effects

WEB DESIGN

HTML
CSS
WordPress
Sketch
MailChimp
HubSpot
Seventh Sense

ECOMMERCE

BigCommerce
Shopify
WooCommerce

Professional

Copywriting
Content Marketing
B2B Design and Marketing
B2C Design and Marketing
Visual Design
Web Design
UI Design
Graphic Design
Branding and Identity
Illustration
Typography
Animation
Social Media
Blogging



EDUCATION

Colorado State University

BFA IN GRAPHIC DESIGN

August 2010 - May 2013