



**Kendall K Scavo**  
GRAPHIC & VISUAL  
DESIGNER



## EXPERIENCE

### *Public Blueprint*

#### HEAD OF DESIGN

September 2020 - Present | Austin, Texas

- Created branding, visual identity, websites, collaterals, social media designs, and marketing materials for all organizations and initiatives affiliated with Public Blueprint.
- Graphically supported the digital, communications, grassroots, and management teams while maintaining consistency across branding and materials created.
- Designed and managed templates for digital campaign reports and year-end updates for all company clients.
- Worked directly with management team to ensure client satisfaction while working within tight deadlines and quick turnaround times.

### *Pioneer Square Brands*

#### LEAD VISUAL DESIGNER

January 2019 - September 2020 | Remote

- Collaborated with the marketing team to design, and create content (sales materials, social media assets, email campaigns, videos, and trade show booth materials).
- Helped to hire, train, and led a small team of designers and developers to aid in the direction and execution of marketing campaigns.
- Responsible for the creation and delegation of the marketing task calendar from email campaigns to web pages to product uploads and spec sheets.
- Led branding initiatives for all associated brands including the conceptualization, design, creation, and presentation to company shareholders of brand guidelines, positioning, and visual identity.

### *zulily*

#### VISUAL DESIGNER

October 2017 - January 2019 | Seattle, WA

- 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 | Remote

- 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.



970.443.8207



KENDALLSCAVO.COM



KENDALL.K.SCAVO@GMAIL.COM



## SKILLS & SOFTWARE

### *Technical*

#### ADOBE CREATIVE SUITE

Illustrator  
Photoshop  
InDesign  
After Effects  
Premier

#### WEB DESIGN

HTML  
CSS  
WordPress  
Squarespace  
Sketch  
MailChimp  
Hubspot  
Seventh Sense  
Campaign Monitor  
Nation Builder

#### ECOMMERCE

BigCommerce  
Shopify  
WooCommerce

### *Professional*

Visual Design  
Web Design  
UI Design  
Graphic Design  
Branding & Identity  
Illustration  
Typography  
Animation  
Video Editing  
Social Media  
Copywriting  
Content Marketing  
B2B Design & Marketing  
B2C Design & Marketing



## EDUCATION

*Colorado State University*

#### BFA IN GRAPHIC DESIGN

August 2010 - May 2013