

# KENDAL COFFEY

kendalcoffeydesign.com  
coffeykendal@gmail.com  
Instagram: @kendalcoffeydesign

## PROFESSIONAL SUMMARY

I am a Graphic Designer and Illustrator with 5+ years experience in the professional field, and a varied skillset in branding, layout, packaging design, character design, animation, ad campaigns, and more. I have spearheaded the branding of many new product launches and rebranding efforts, and designed presentations to launch products in some of the largest retailers in the world. Bonus skills: proficient in copy-writing and HTML/CSS.

## SKILLS

I am proficient in: Adobe Photoshop, Illustrator, InDesign, AfterEffects, and PremierPro. I have professional experience in: illustration, branding, logo design, layout design, typography, character design, product photography, project management, HTML/CSS and javascript web design, page layout, color theory, videography and video editing, and WordPress. I have traditional media skill in: painting with acrylic, watercolor, and oil; screenprinting; illustration in ink, pencil, and charcoal.

## EDUCATION

**BFA in Graphic Design | 2018**  
**Minor in General Business | 2018**  
*Appalachian State University*

**Associates in Arts | 2015**  
*Caldwell Community College & Technical Institute*

## EMPLOYMENT

**Lead Graphic Designer - 5 years | Hickory Brands Inc. | Hickory, NC**  
*October 2019 to Present*

I have spearheaded the branding for products for various outdoor, home care, and sporting goods brands, as well as marketing products with video and image content for social media and Amazon. During this time I have helped design and present product line-reviews for some of the largest retailers in the world.

I have led the design launch for several brands, rebranded several existing products for new and expanding markets, and led the visual development, marketing, and design needs of the company's 100 Year Anniversary in 2023.

Before my current role, I worked in a part-time apprenticeship role with the company from 2019-2021.

**Engraver - 5 years | Cornerstone Bookstore | Boone, NC**  
*July 2015 to March 2021*

I managed the laser engraving department, upkept inventory, maintained the engraving equipment, and created custom designs based on customer requests and engraved those designs onto product. I also helped customers find the right product for them and place special orders, and received inventory, gift-wrapped product, and imprinted books.

## OTHER DESIGN WORK

I have freelance design experience with album artwork, website design, logo design, and book cover design. I've designed for local bands, authors, and small businesses for over a decade.

I maintain my portfolio website which I coded in HTML, using Bootstrap as a base. Over the last few years I've continuously redesigned and updated the site, and while it is nowhere near perfect, my constant goal is to improve it with every iteration.