



COLIN KIENITZ

DESIGN@COLINKIENITZ.COM

BROOMFIELD, CO.

(512) 968-0200

■ ATTN: Hiring Management,

As a Senior Designer who excels at conceptualization and collaboration, you will find that I am essential to my team when brainstorming creative solutions to complex problems. Previous agencies have relied upon my direction and design for branding all digital and print assets for innovative experiential activations, digital campaigns, and experimental technology such as augmented and virtual reality. I strongly believe my adaptive nature and agency experience will be an essential asset to your team and clients.

After 8 years of design experience at marketing agencies and in-house creative teams, both corporate and start-up, I have honed my skills in effectively managing multiple clients, timelines, fellow designers, web developers, and content creators to accomplish the established objectives and assist clients in achieving their goals. In addition to responding well to criticism and working excellently with others, I am a trusted, reliable and independent worker, when needed. I have been involved in the ideation and creation of assets for worldwide, long-term commercial marketing campaigns with high profile clients spanning a variety of platforms and media formats; which are listed in my attached resumé.

Accomplishments and noteworthy traits include:

- Conceptualizing and designing dynamic emails with custom pace map that displayed runner metrics in addition to their geo-location, speed, and demographic information
- Leading design and production teams on the creative direction of integrated multimedia campaigns including site design, social media, merchandise, print, and email
- Award-winning designer: 3 ADDYs, 1 AIGA, 1 Publishing
- Consistently producing quality work for top revenue clients at a high turnover rate, such as: New Balance, Disney/ABC, TD Ameritrade, Oracle, and more

My proficiencies include the Adobe Creative Suite with a basic knowledge of coding in HTML, CSS, and JavaScript, as well as prototype apps such as InVision and Sketch. My design experience includes website design, event experiences, image retouching for professional/Olympic athletes, video graphics and editing for broadcast, GIFs, social, app design, UI/UX, apparel, logos, infographics, presentations, and much more.

Thank you for considering my application, I look forward to speaking with you soon.

To arrange an interview, please contact me at (512) 968-0200 or design@colinkienitz.com.

To see my portfolio work, please visit colinkienitz.com.

Respectfully,
Colin Kienitz



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for more samples of my work

■ ACCOLADES

- Special Judges Award for Copywriting from the AAF Fort Worth ADDYs
- Gold Student ADDY from the AAF Fort Worth ADDYs
- Silver Student ADDY in AAF District Awards
- Third for Advertising Design in the 2012 AIGA Texas Show
- Published in the 2012 AIGA Texas Show Catalog, with designs touring Texas and New York galleries

■ WORK EXPERIENCE

DELVE

Graphic Designer

November 2019 - February 2020

A Google Marketing Partner specializing in the programmatic industry. Designed ads for Google products, as well as clients utilizing Google such as UNICEF, Tupperware, and more. Was also tasked with developing the company branding guidelines and style.

New York Road Runners

Digital Designer

May 2018 - Current

Led development of new digital design projects including dynamic emails, Augmented Reality (AR), custom GIFs, video graphics, medals, social, experiential marketing, and interactive murals. Conceptualized and designed customized emails for 100,000 race finishers with their stats, pace map, and race day conditions.

QD Solutions

Graphic Designer

November 2016 - August 2017

Created print and digital materials for clinical trial programs. Required strategic thinking of each patient's experience. Tailored design materials directly to each client's objective. Conceptualized and designed assets such as logos, brochures, posters, and packaging. Met client requests quickly with minimal feedback.

Bulldog Solutions

Graphic Designer

July 2015 - October 2016

Designed for large stakeholder clients such as Oracle, IBM, and TD Ameritrade. Consistent client work included conception and design for email nurture campaigns, responsive landing page and site design, web banners, logos, white papers, infographics, flowcharts, print, and ABM marketing assets.

Minute Media

Mar. '18 - May '18; NYC; Freelance

Metropolitan Museum of Art

Aug. '18 - May '19; NYC

Wide Open Spaces

Oct. '14 - July '15; Austin; Freelance

■ SKILLS & CAPABILITIES

Proficient with:



Photoshop



Illustrator



InDesign



Dreamweaver



After Effects



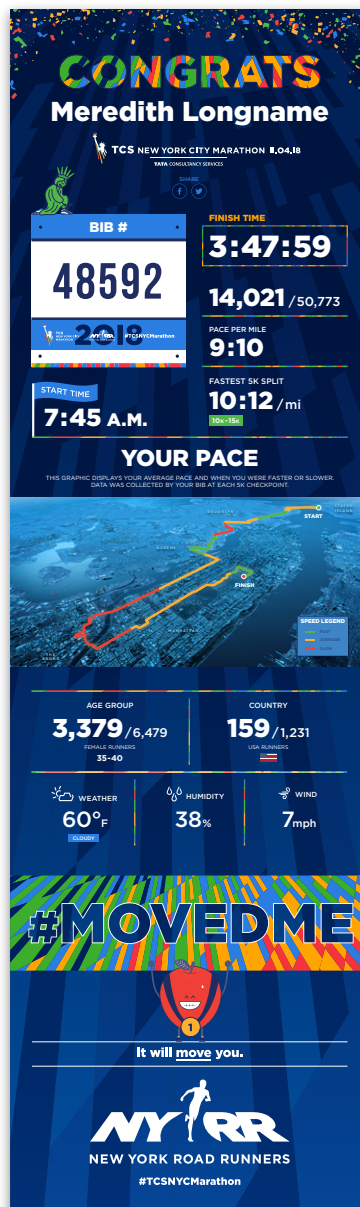
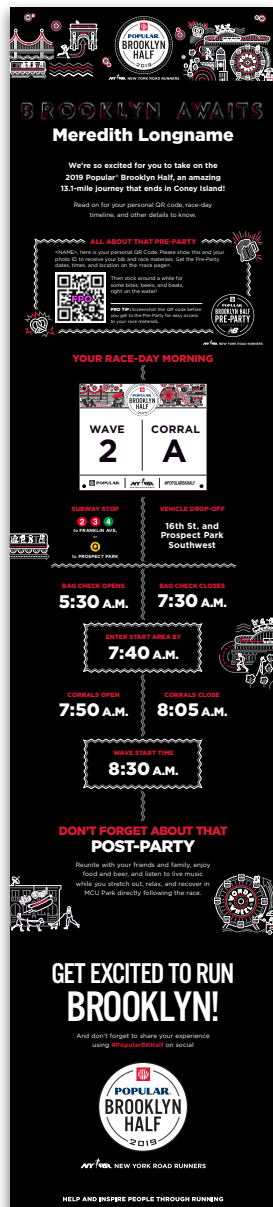
Animate

- 7 years of design experience with proven understanding of digital and print standards
- Responsive website design
- Researched and applied new After Effects techniques, plug-ins, etc. for videos and GIFs
- Able to conceptualize and create independently or collaboratively
- Designed for web, email, branding, print, apparel, and packaging
- Managed and instructed fellow creatives to meet deadlines while maintaining quality guidelines

NEW YORK ROAD RUNNERS

About the Company

New York Road Runners is a non-profit that has spent the last 60 years growing into the world's largest, most recognized marathon. With such a broad range of runners, having a global appeal with the ability to single in on a given market at any given time was key. While technically operating as the Digital Designer, I worked on everything from print and signage to full website redesigns, app features, social, environmental design, and even an interactive mural that launched into an Augmented Reality experience (work is still proprietary).



Client Work

Above are five Instagram images that flow together into one connected carousel. Social requests like these came frequently, so coming up with new and engaging ways to present information or showcase professional athletes without becoming repetitive was key to this project's success.

To the left are a series of dynamic emails that I proposed, designed, led, and coordinated the development of with 3rd party vendors. With user-generated data captured during the race, this new feature helped hundreds of thousands of runners understand what parts of the course they were fastest and which parts they need to work on next time, providing a feature that is yet to be done by any of the competitors in the global marathon industry.

BULLDOG SOLUTIONS

About the Company

Bulldog Solutions is a marketing agency with a B2B focus on web-based, data-driven results. Projects often incorporated varying types of assets through a wide range of media and devices in lengthy campaigns. Designs required consistency and strict adherence to established brand standards. Versatility needed for constantly switching between accounts on a daily basis, required a thorough knowledge of each client's preferences and target audiences.

Evaluating Your Current Practice

We'd like to get an idea of what your practice looks like now. By taking this information, the number of clients and revenue mix, and then reviewing your other answers in this assessment, we can get a better idea of what model of independence you want to consider.

Select Approximate Assets Under Management (AUM) \$15,000,000

Select Approximate Annual Revenue \$15,000,000

Select Approximate Revenue Mix 25% Fee | 75% Commission

Select Approximate Number of Clients 200

[Next Step](#)

Analyzing

Are you able to really dig into the data?

1 2 3 4 5 6

Reporting Monitoring Analyzing Predicting Estimating Modeling

Analyzing

Please move the slider to the appropriate response.

You're able to determine if you are losing or making money by job, job type, project manager, or region.

Never Rarely Sometimes Often Always

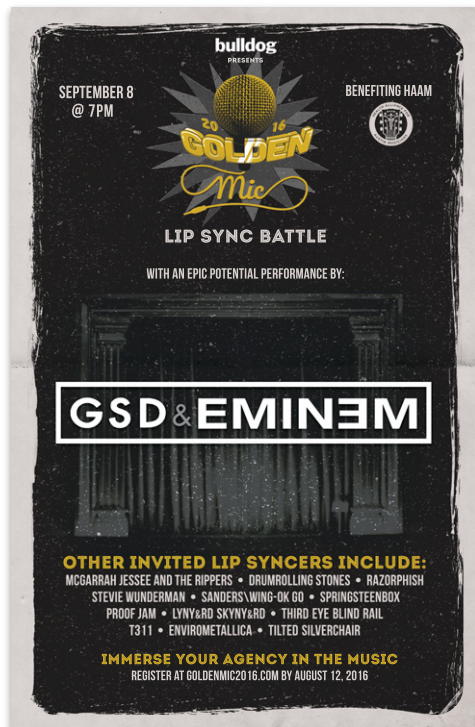
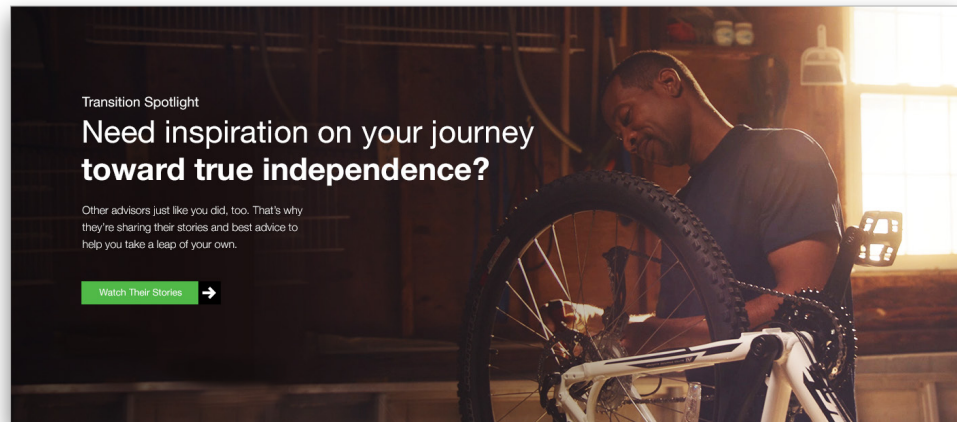
You're able to quickly access historical data and apply it to future jobs.

Never Rarely Sometimes Often Always

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Client Work

Designing for multiple clients required a balance of appealing to both the clients who hired us as well as the customers who would be using the finished products. **Knowing when to push back or when to let the client draw the line was essential.** Day-to-day work consisted of creating landing pages, web applications (top left), interactive web banners (bottom left), ads, social media, white papers, flow charts, finding stock photos or capturing images from videos and much more.

Golden Mic

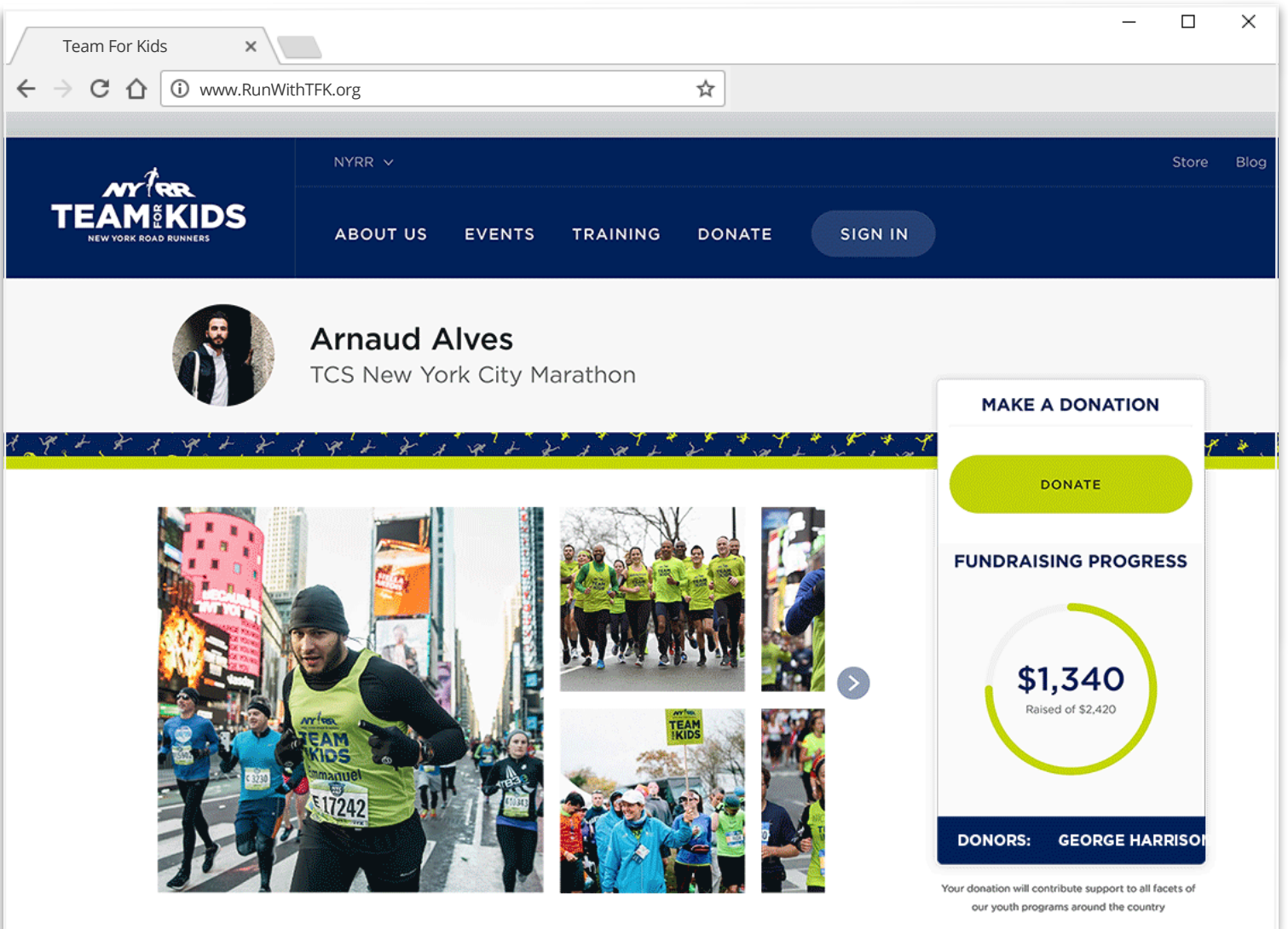
A lip sync competition between Austin agencies, conceptualized and managed by a copywriter and myself. I had full creative authority over the art direction of the entire campaign, designing the logo, landing page, emails, posters, T-shirts, social media, and event signage. In order to get the attention of some of the largest agencies in town, we had to be bold. I proposed the idea to create posters that incorporated the agency's name mixed with a popular band (such as GSD&M to the left, more on my website). The artwork, the agency, and the pun all had to be easily recognizable. I led the entire design team to create 14 unique posters; personally designing 5 and the template.

WEB DESIGN

Designing Responsively

For these featured examples, I was responsible for the layout, design, and communicating with developers to maintain consistency for each page throughout production. TFK is the charity component of NYRR, ensuring the donation portals were functional and engaging was essential to the user experience.

My favorite aspect of creating digital content is understanding the user experience while simultaneously considering the client's needs. I am fascinated by the process of learning user habits and subtly guiding them to a call to action. Designing a website or advertisement that is adaptive to mobile platforms is what I find most important in the early phases of the creative process.



■ CINSAY, INC.

About the Company

Cinsay is a startup company recognized by the Forbes Top 100 Most Promising Companies for creating an e-commerce smart store built into a video player. This marketing tool allows the consumer to watch and share a video while shopping for merchandise at the same time. I was hired to supply our clients with merchandise for both online and physical audience members to purchase during the races, concerts, and live events.



Apparel and Merchandise

A strict approval process with a dozen national sponsors required me to use the correct Pantones, logos, and adhere to style guides for each design without fault. With four separate clients and ten unique drivers to represent, efficient organization and understanding of what each project required was essential to meeting their demands. **Clients include Mario Andretti, Risi Competizione Ferrari Racing, SureTone Audio, Mick Fleetwood, and more.**



See you soon!



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