



COLIN KIENITZ

DESIGN@COLINKIENITZ.COM

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(512) 968-0200

Please visit colinkienitz.com
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

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.

■ EDUCATION

BA in Art -Visual Communications
Minor in Advertising

The University of Texas at Arlington
Graduated May 2013

Gold Communications

Graphic Designer

August 2014 - October-2014; Freelance

Cinsay, Inc.

Graphic Designer

January 2014 - July 2014

Wide Open Spaces

Graphic Designer

October 2014 - July 2015

Solely responsible for producing all marketing and promotional materials, merchandise, branding, social content, article and email headers for a news and entertainment website targeted to outdoor sportsmen. Designed logo for sister-site, Wide Open Country. Conceptualized and mocked-up the corporate parent website and logo.

LiveSTRONG Foundation

Graphic Design Intern

January 2014 - May 2014

■ SKILLS & CAPABILITIES

Proficient with:



Photoshop



Illustrator



InDesign



Dreamweaver



After Effects



Animate

- 5 years of design experience with proven understanding of color theory, typography, and balance
- Responsive website design
- Design for print, apparel, web, email, branding, and packaging
- Able to conceptualize and create independently or collaboratively
- Self-driven with an upbeat attitude and a willingness to adapt
- Manage fellow creatives to meet deadlines while maintaining quality

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.

1 Evaluating Your Current Practice

We'd like to get an idea of what your practice looks like now. By taking this information, like 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 **\$3,500,000**

Select Approximate Revenue Mix **25% Fee | 75% Commission**

Select Approximate Number of Clients **200**

Next Step

sage Construction and Real Estate

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.

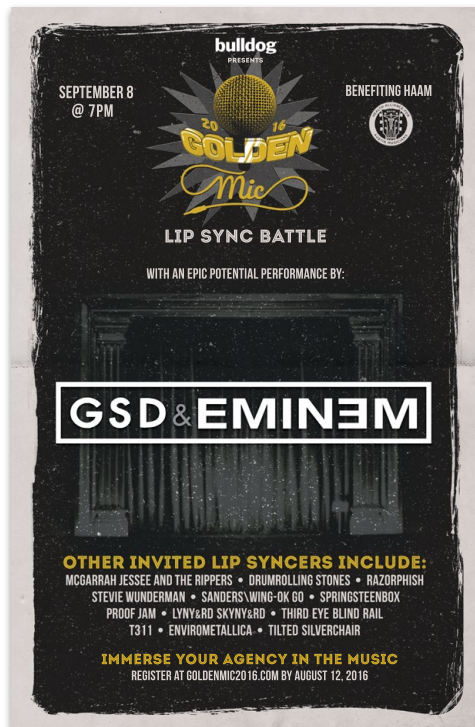
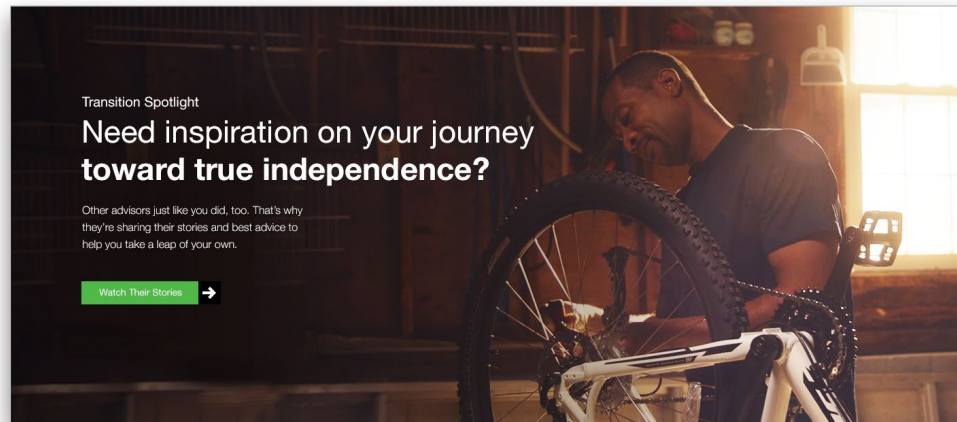
Never Rarely Sometimes Often Always

Previous Next

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Client Work

Designing for 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.



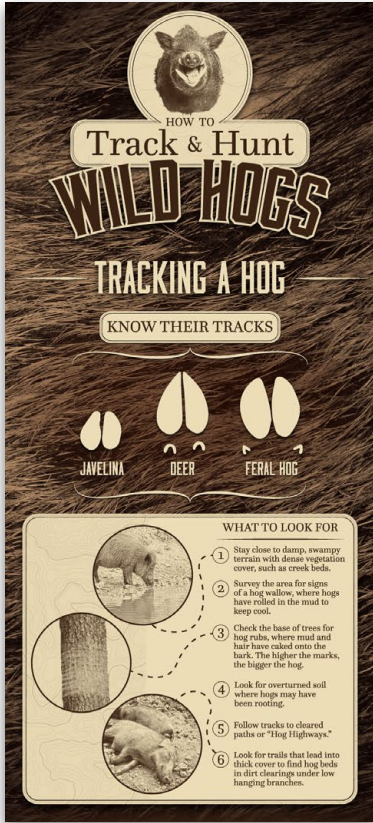
Golden Mic

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.

WIDE OPEN SPACES

About the Company

Wide Open Spaces is an online news and entertainment site for sportsman that focuses on sharing popular videos, articles, and infographics. My primary role was to design media kits to assist the marketing team in designing custom ads, paid post environments, and sponsored articles that obtained clients such as Yamaha, GM, Cabela's, and Yeti. Wide Open Country required designs aimed to more prominently represent women in the country music and lifestyle market.

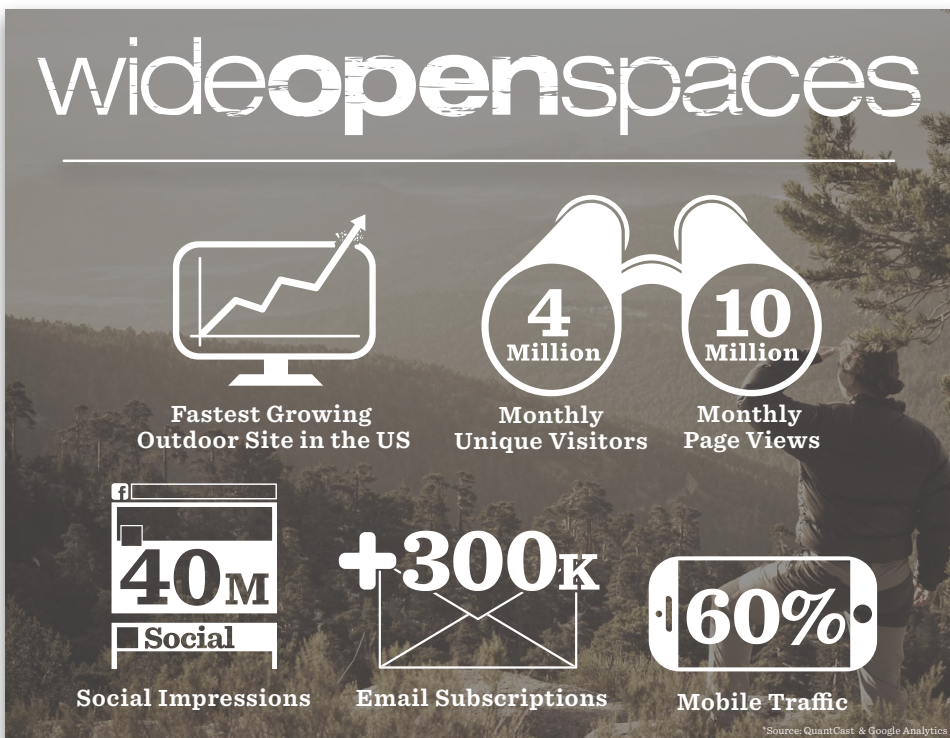


WILD GAME NUTRITIONAL GUIDE				
DEER	ELK	SQUIRREL	DUCK	BASS
120 CALORIES	94 CALORIES	102 CALORIES	105 CALORIES	97 CALORIES
23G PROTEIN	19.5G PROTEIN	18.1G PROTEIN	16.9G PROTEIN	16G PROTEIN
2.4G FAT	1.2G FAT	2.7G FAT	3.6G FAT	3.1G FAT
85MG CHOLESTEROL	47MG CHOLESTEROL	71MG CHOLESTEROL	65MG CHOLESTEROL	58MG CHOLESTEROL
PER 3 oz. PORTION				



Information Design

A large portion of my work involved designing infographics and unique, highly shareable images that had to convey detailed information in an easily consumable way. Graphics included infographics, responsive site skins, social media, recipes, and sales pitch presentation slides (bottom image). Assets shared on mobile devices required creativity and foresight of legibility issues.



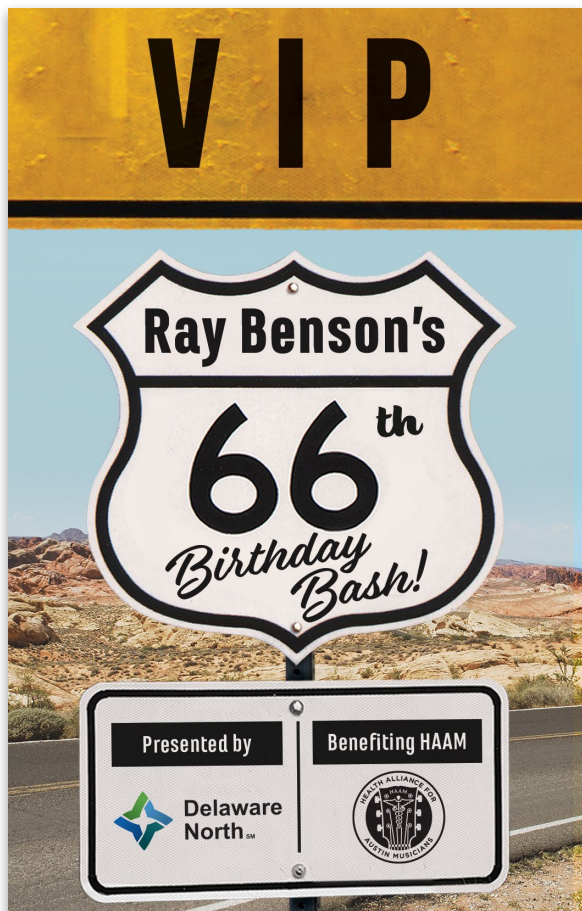
Challenges

Designing for three unique target audiences required plenty of research into what makes each vertical market popular among their fan base. **Versatility was essential to meet the standards demanded by the audience, clients, and competitors of each market.** The job required an awareness of web and social media trends, allowing for rapid response to occurrences like the "Blue/Gold dress debate," for example. Understanding the clients objectives for paid post placement was also key, designing mock ups and PowerPoint presentations (left) was essential in gaining their business.

■ FREELANCE

Fundraising

The Health Alliance for Austin Musicians, or HAAM, reached out to me personally to design all marketing assets for this event shortly after the Golden Mic event they sponsored. The event was a Birthday celebration for Ray Benson, the lead singer of Asleep at the Wheel (“Get your kicks on route 66”) with special guest stars Willie Nelson and The Avett Brothers. Assets include an email banner, VIP lanyard badge, and event poster. Sponsors include GSD&M and Chevron.



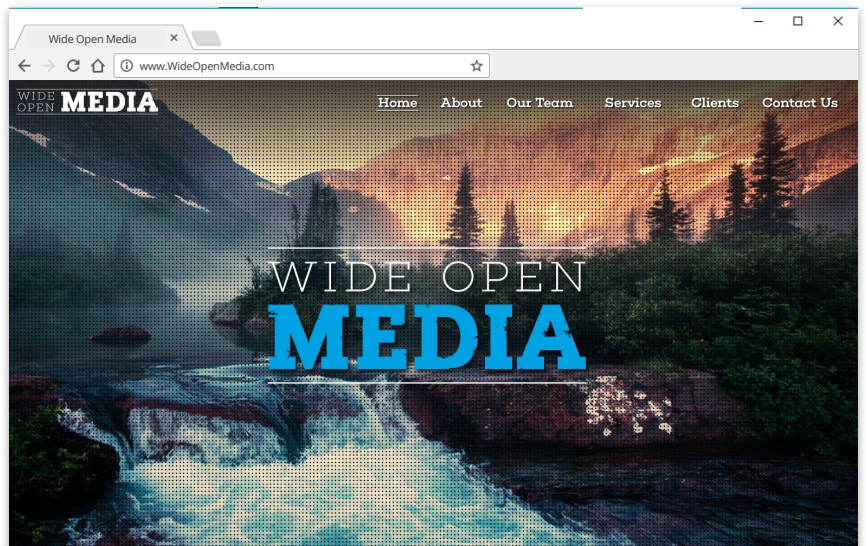
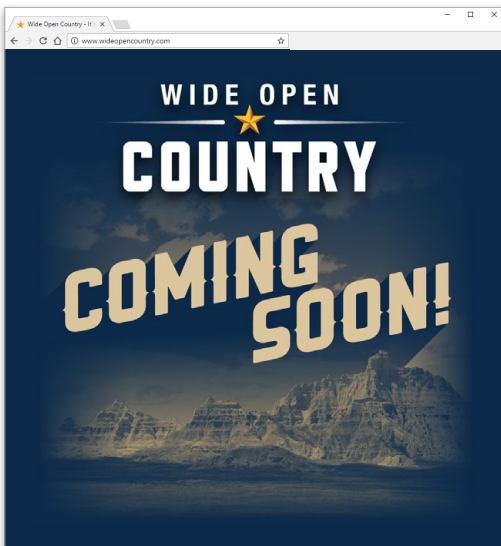
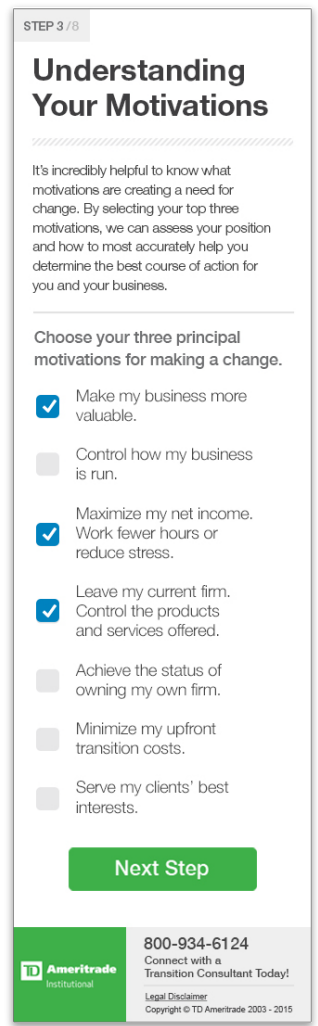
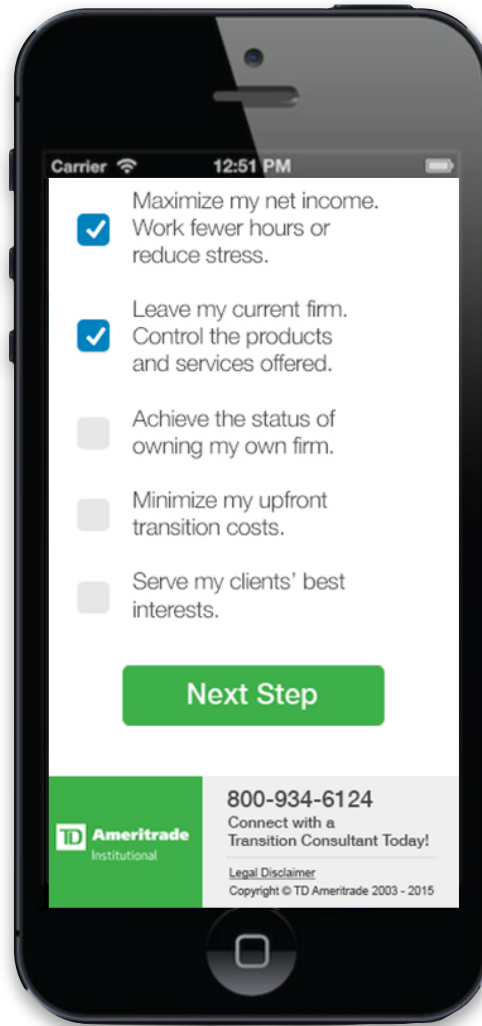
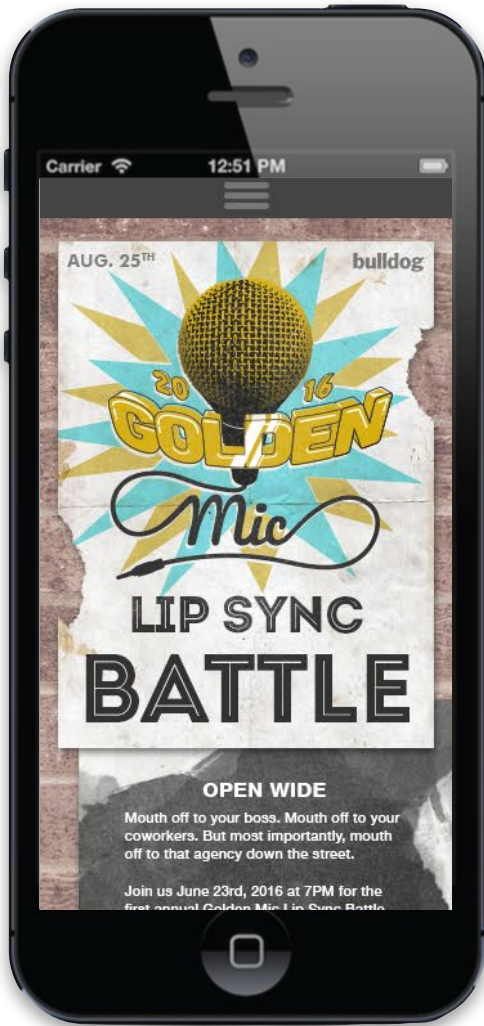
Challenges

Required fitting a large amount of details into very tight spots while still retaining legibility and consistency within the theme. The image of the man riding the guitar is from a previous designer that they requested to be incorporated.

WEB DESIGN

Designing Responsively

To me, the most engaging 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. Ensuring the user is able to intuitively navigate the site across all platforms is key.



■ 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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