Kendall Plapp
Graphic Designer & Illustrator

Professional Experience

Senior Graphic Designer 12/2024 – Present
Graphic Designer 4/2023 – 12/2024
Morgan & Morgan, Brooklyn, NY (Hybrid)

· Design and illustrate advertisements (social, web, print, OOH) and conduct A/B testing.
· Direct brand identity and guidelines for initiatives, including designing custom logos and typography.
· Create infographics, charts, data visualizations, templates, and icons for Litify software and online platforms.
· Assemble and lead presentations for co-branded campaigns and proposals (e.g. WWE, UFC, NASCAR).
· Manage and mentor social media designers.

Marketing Designer 4/2021 – 4/2023
HarperCollins Publishers, New York, NY (Remote)

· Created marketing assets for in-store, DTC, and e-commerce through print, digital, and motion.
· Designed social assets, animated GIFs, and short-form video content for brands and celebrity authors.
· Produced packaging and promotional items for *New York Times* bestselling authors and Netflix properties.
· Illustrated for national book festivals, award shows, social campaigns, and in-store displays.
· Managed creative projects in Basecamp, Asana, Slack, Trello, Wrike, G-Suite, Teams, Outlook, and Monday.

Graphic Designer 6/2018 – 4/2021
University of West Georgia, Carrollton, GA (Hybrid)

· Utilized illustration, print, digital, static, and motion graphics design skills for higher education.
· Created swag and apparel designs for retail, academic, and athletic campaigns.
· Implemented editorial design, typography, color, and layout of *Forever West*, the alumni magazine.
· Oversaw production of marketing collateral, brochures, and mailers with printers and vendors.
· Managed interns, freelancers, photo and video shoots, and editing and post production.

Contact

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New York City, NY

Skills

· Creative Direction
· Brand Design
· Project Management
· Print Production
· Illustration
· Social Media Advertising
· Photo & Video Editing
· Presentation Design
· Typography
· Data Visualization
· Motion Design

Tools

· Adobe Creative Suite
· Photoshop
· Illustrator
· InDesign
· After Effects
· Premiere Pro
· Acrobat
· Figma
· Microsoft Office Suite
· PowerPoint
· CSS
· HTML

Education

**Bachelor of Arts
in Graphic Design**
Northern Michigan University