



Korey Connolly

Senior Designer
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[832.729.4723](tel:832.729.4723)

A versatile designer and creative problem-solver with eight years of inhouse experience defining & refining brands, helping them communicate effectively through digital and print campaigns. Inspired by life, nature, and motion; fueled by a constant curiosity & desire to do good work for good people.

EXPERIENCE

COX COMET

WWW.COXMT.COM

Senior Designer

Feb 2017—Present

Developed branding, brand identity guidelines (logo, color palette, icons, photography, typography), sales sheets, data visualizations, email campaigns, conference materials, and newsletters.

- *Dove headfirst into Product Design—learned Adobe XD, Sketch, and Balsamiq; led the Product Team in creation of a product style guide and prototypes enabling team members to iterate quickly while keeping design components consistent.*
- *Using SketchUp, designed a new company office space; designed Supergraphics, Wayfinding, and Signage for the newly built environment.*
- *Worked extensively with IT to brand and implement Confluence, an enterprise level communication/tracking/collaboration tool.*

COXREPS

WWW.COXREPS.COM

Senior Designer

& Strategist

Feb 2015—Jan 2017

Successfully led an effective rebranding & recruiting initiative that distinguishes CoxReps as experts in media analysis. Led two Designers and a Copywriter with the goal of identifying additional ways to communicate and improve business performance using Cox predictive analytics data.

- *Worked alongside executives in identifying brand elements to carry forward and reshape into a brand that envisions the company's future.*
- *Developed branding, logo, color palette, typography, brand guidelines, recruiting materials, micro-site, and job-fair banners.*
- *Collaborated with Data, Research & Analytics Teams in designing sales pitches, presentations, newsletters, emails, and infographics.*
- *Installed Basecamp as a project management system, increasing bandwidth across teams, and eventually the entire company.*

GAMUT MEDIA

WWW.GAMUT.MEDIA

Senior Designer

Jan 2015—Feb 2015

In an organizational redesign to better utilize key talent, moved to another Cox Media Group business to help their team create a more effective branding strategy.

- *Designed a full spectrum of materials focusing on media solutions, including email campaigns, whitepapers, data visualizations, infographics, internal messaging, presentations, and sales sheets.*

COLLECTIVE MEDIA

WWW.COLLECTIVE.COM

Senior Designer

Dec 2011—Feb 2014

Collaborated with Sales, Product Development, and Data Science teams along with the Creative Director in a deadline-driven environment creating strategic concepts for brand campaigns, infographics, dashboards, presentations, motion graphics, websites, and whitepapers. Provided constructive feedback and direction on advertising strategies and creative planning to inhouse and freelance designers and coordinated with Production and Project Managers to ensure timely delivery of projects.

- *Designed email campaigns, whitepapers, data visualizations, infographics, internal messaging, presentations, and sales sheets.*
- *Helped redesign and migrate the website from Drupal to Wordpress.*

SKILLS

Adobe Creative Suite, Wireframing, Sketching, Communication Design, Interaction Design, Page Layout, Advertising, Media, Pre-press Digital Print Production, Wayfinding, Sketch, SketchUp, Adobe XD, Adobe Illustrator, Adobe Photoshop, Adobe InDesign, Adobe After Effects, Adobe Lightroom, Design Thinking, Supergraphics, Signage, Mock-ups, Presentations, Email Campaigns, Branding, Color Theory, Animation, Infographics, Typography, Wordpress, Confluence, Jira, Slack, Balsamiq

EDUCATION

San Diego City College, Graphic Design 2008