



EXPERIENCE:

HOLLYWOOD.COM/BEYONDTHEROW.COM DIGITAL ART DIRECTOR 8.2011-CURRENT

+ Direct all creative efforts of interactive design including website development, interactive art direction, branding, information design, ad creation, designer/developer supervision, HTML/CSS technical recommendations, social media and marketing efforts. Currently working on modernizing Hollywood.com’s major initiative to improve usability for our users while improving the user experience among our desktop and mobile platforms. Managed in-house designers and freelance staff as needed.

CONDÉ NAST/VANITY FAIR/PROMOTIONS SR. DESIGNER 12.2006 -05.2011

+ Full-time graphic designer carrying out Vanity Fair’s identity over a wide variety of printed, online, and digital media. Work includes branding, ad campaign creation, printed invites and mailers (offset, letterpress, digital) sales presentations, e-blasts and digital newsletters, web design, video and photo editing, retouching, and production. Client work includes but is not limited to Lexus, Jaguar, Tourism Montreal, Moet&Chandon, Turner Classic Movies (TCM), USA Networks, Lucky Brand, Macy’s, Puma, Nautica, Brooks Brothers, Cole Haan, Omega, and BMW. Managed clients, photographers, vendors, and printers to see projects through to completion.

ZINK MAGAZINE/EDITORIAL ASSOC. ART DIRECTOR 10.2004 -12.2006

+ Full-time graphic designer charged with spearheading a redesign of the magazine, including all sales and promotional materials, contributing to a general increase in readership, sales, and heightened notoriety amongst the fashion and beauty community. Responsibilities included, developing the design aesthetic using typography, illustration, as well as photography on tight budgets; color correction, post production, flighting, and producing final PDFs for print; proofing either through, or in conjunction with match prints and digital proofs using CREO InSite®; maintained website and web presence through alternative outlets.

A2A GRAPHICS INTERNSHIP 01.2003 - 05.2003

+ Help prepare digital files for output to film. Embossing, debossing, diecut, scoring, and assembly of comped packaging. Learned alternative methods to producing complex print mechanicals for use on press.

HONORS AND EXHIBITIONS:

- Gold Ink Award, 2007
- Applied Arts Award, 2007
- w3 Award, 2007
- Webby Award, 2007
- Pixel Award, 2006
- The Art Directors Club, NY, NY 2003
- School of Visual Arts Gallery, NY, NY 2000

EDUCATION:

- School of Visual Arts, Continuing Education, Web development HTML, CSS, Flash
- School of Visual Arts, NY, NY
- Bachelor of Fine Arts Degree, Graphic Design, GPA : 3.9 1999 - 2003
- Graduated Top 10%

SUMMARY OF QUALIFICATIONS:

Mac and PC Proficient; Adobe Creative Suite CS5/6; Adobe Digital Publishing Suite; HTML5, CSS3, WordPress, Acrobat Pro, Microsoft Office, Keynote.w

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