

KYLE BARNES

CREATIVE DIRECTOR

(313) 244-5247

kylebarnes23@gmail.com

Houston, TX 77396

Greetings,

I am writing to express my genuine interest in the Creative Services Director and/or related position at your esteemed company.. With over 15 years of dedicated experience in the design and advertising industry, I bring a wealth of knowledge and a proven track record of success that aligns perfectly with the innovative and dynamic nature of your team.

At the heart of my design philosophy is a commitment to simplicity and effectiveness, transforming every project into an opportunity for innovation and brand enhancement. My expertise in leading branding, design, and marketing efforts has consistently resulted in unified visual presences across all media channels, improving brand recognition and solidifying professional images for products and services.

I believe in the power of collaboration to turn business challenges into growth opportunities, combining captivating content with practical, cost-effective solutions. This balance between creativity and practicality is what I aim to bring to your team.

My leadership in branding and design, strategic visual communication, website redesign, and content strategy have been pivotal in developing influential and successful branding visuals and strategies. These experiences have equipped me with the ability to lead creative projects from concept to completion, manage diverse teams, and foster community engagement.

Below, I have highlighted some of my key design accomplishments:

- **Leadership in Branding and Design:** Directed branding, design, and marketing efforts for MSU Athletics Department and Motormouth Multimedia, ensuring a unified visual presence across all media channels and promotional campaigns.
- **Strategic Branding and Visual Communication:** Played a crucial role in developing influential branding visuals and strategies, positioning Michigan as a top destination for business and community development.
- **Website Redesign and Content Strategy:** Led multiple teams in overhauling major Michigan business attractions and Pittsburgh corporate and nonprofit websites; managing everything from wire-framing to stakeholder and/or board of director's collaboration and communications.
- **Project Management and Creative Direction:** Managed creative projects from concept to completion, ensuring timely delivery of high-quality work while successfully achieving under or meeting budget. conditions.
- **Art Direction and Design Across Media:** Provided art direction and design services for a wide range of campaigns and applications, enhancing various agencies, departments and events marketing, promotion and branding efforts..
- **Graphic Design and Copywriting:** Motivated and managed entire design, video and copywriting teams processes for a diverse clientele, ensuring alignment with business strategies and branding guidelines.
- **Brand Strategy and Business Development:** Actively participate in the initial stages of creative briefs , analysis, advertising campaigns and corporate branding initiatives.
- **Community Engagement and Brand Positioning:** Worked to elevate brand awareness and positioning, fostering community engagement, and attracting new business opportunities for diverse clientele.

I am excited about the opportunity to contribute, bringing a fresh perspective and a commitment to excellence that will help strengthen and expand your creative capabilities. I am eager to discuss how my background, skills, and enthusiasms align with your needs.

Thank you for considering my application. I look forward to the possibility of contributing to your team's success and am available at your convenience for a discussion. Please feel free to contact me at (313) 244-5247 or via email at kylebarnes23@gmail.com to schedule a meeting at your earliest convenience.

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With over 15 years of creative experience Kyle Barnes is a well known designer who has excelled in designing and managing various digital, multimedia, social and print campaigns. He has a portfolio spanning across different sectors like branding, advertising, product development, sports and entertainment. Working with brands and corporations in several metropolitan areas across America has allowed him to showcase his innovative design skills while also being mindful of deadlines and budget constraints. Kyle is highly regarded for creating collaborative and supportive work environments that bring out the best in teams. His resilience and dedication to achieving goals are evident, throughout his work.

EXPERIENCE

SENIOR CREATIVE DIRECTOR MOTORMOUTH MULTIMEDIA

PITTSBURGH, PA (REMOTE)
September 2019 - Present

- Anchored diverse creative teams in the creation and execution of comprehensive multimedia campaigns for clients like UPMC, Comcast, and The Pittsburgh Foundation. Integrated video, audio, and digital content, aligning with client objectives to enhance brand visibility and market presence.
- Pioneered innovative creative content strategies, including website design, digital media, video production, print, out-of-home, and social media campaigns for public and private sector clients. These strategies led to increased engagement and client satisfaction, particularly with organizations such as the Allegheny Conference on Community Development and the YWCA.
- Motivated and inspired creative teams, fostering an environment of innovation and adaptability, resulting in the development of award-winning multimedia content and elevating diverse voices in projects for clients such as Allegheny County Health Department.
- Established and nurtured strong relationships with a diverse client base, including nonprofits like the Women and Girls Foundation and corporate entities like PJ Dick-Trumbull-Lindy, understanding their unique needs and delivered tailored multimedia solutions that drove their marketing success and supported community development goals.

DIRECTOR OF DESIGN MICHIGAN STATE UNIVERSITY ATHLETICS DEPT.

LANSING, MI
August 2017 - August 2022

- Spearheaded the revitalization of both physical and digital visual elements, significantly contributing to the rebranding of the Athletic Department and major power-five athletic programs including Football, Men's and Women's Basketball, Baseball, Softball, Volleyball, and Gymnastics. My portfolio showcases extensive work in fan engagement campaigns, complete facility branding, large-scale publications, player awards, and major event promotions, along with targeted direct mail and robust social media and email marketing strategies.
- Orchestrated the complete revitalization of branding and design across 25 collegiate and Olympic athletic programs, leading design and creative teams to develop unified and innovative visual narratives, thereby elevating brand visibility on all platforms. My holistic approach encompassed streamlining event marketing, facility branding, and consumer-focused direct marketing campaigns, coupled with the execution of wide-reaching print and digital advertising strategies, resulting in significant enhancement of brand consistency and market impact.
- Staying ahead of digital trends and market shifts was a constant priority, as was seeking out opportunities to elevate our brand awareness. I also took pride in mentoring designers across various programs, helping them enhance their skills and leadership abilities in various domains. Three of my design protégés have climbed to key leadership positions at prestigious institutions like Yale University, Topps Sporting Cards, and within organizations such as the Detroit Lions and the City of Detroit, showcasing the impact of my mentorship efforts.

FOUNDER & CREATIVE DIRECTOR
URBAN AD SHOP

HOUSTON, TX
August 2007 - Present

- Launched and led Urban Ad Shop, focusing on urban and multicultural demographics, thereby enhancing the firm's reputation in innovative design and marketing strategies. Specialized in bolstering Black-owned businesses by providing competitive marketing and design solutions.
- Successfully engineered campaigns and events, collaborating with prestigious brands and organizations such as McDonald's, Nike, MLB's Pittsburgh Pirates, BET, Bounce TV, and Mars Bar, focusing on targeted marketing efforts for urban demographics.
- As Creative Director, played a pivotal role in renowned events like The BET Awards, The Stellar Awards, Black Music Honors, and Black History Honors, skillfully overseeing the creation of digital and print promotional materials, venue design, and comprehensive event marketing strategies.
- Directed and implemented creative strategies for a wide range of advertising campaigns, promotional activities, and rebranding initiatives across various agencies and corporate marketing departments. Showcased a unique blend of creativity and leadership by seamlessly coordinating with independent designers, photographers, and vendors to ensure timely delivery and execution of assets.

SENIOR DESIGNER & DESIGN CONSULTING LEAD
MICHIGAN ECONOMIC DEVELOPMENT CORP.

LANSING, MI
May 2016 - July 2017

- As Team Lead, I spearheaded the revitalization of major Michigan business attraction websites and campaigns, including Pure Michigan, Detroit Grand Prix, PlanetM, michiganbusiness.org, and miplace.org. Collaborating with McCann-Erickson's design team, I directed the creative strategy and execution for print, digital, and out-of-home campaigns. Composed and overseen campaign/wire-frame and prototype development, content creation (including copywriting, photography, video production, and infographic design), while managing project workflow. I ensured seamless communication among the executive marketing director, board of directors, government officials, and stakeholders, effectively aligning our creative vision with organizational goals.
- Played a pivotal role in creating and implementing powerful branding visuals and strategies to position Michigan as a premier destination for business, job opportunities, and community growth. This involved orchestrating event marketing, designing displays, conducting both consumer and business-to-business direct marketing, executing print and digital campaigns, and managing out-of-home advertising initiatives.
- Acted as a visual consultant for internal teams, external vendors, and contractors, ensuring alignment in visual and strategic communication. Provided expert critique and guidance in the collaborative efforts between MEDC and advertising client McCann-Erickson for the Pure Michigan Business campaign, fostering a cohesive and effective business attraction strategy.

ART DIRECTOR | GRAPHIC DESIGNER
LANSING COMMUNITY COLLEGE

LANSING, MI
August 2014 - May 2016

- As a project manager and leader of various creative teams, I seamlessly orchestrated the creative workflow for substantial internal and external college-wide campaigns, fostering a collaborative and efficient working environment. My leadership extended to a diverse team, including designers, copywriters, web developers, photographers, and print vendors, ensuring all projects met their deadlines and quality standards.
- Took charge of the art direction, actively participating in the hands-on creation of a wide array of design materials. This ranged from web and digital assets to print publications, outdoor advertising, and apparel for comprehensive college-wide campaigns. Engaged with various college departments, organizations, and events, ensuring a consistent and high-quality visual representation across all platforms.
- Played a pivotal role in campaign presentations and pitching new ideas, confidently stepping in to represent or support the Creative Director as needed. My ability to articulate creative concepts and strategies effectively ensured the success and smooth execution of various campaigns and initiatives.
- One of my significant achievements was spearheading the "STARPOWER" external student engagement rebranding and brand equality campaign. This initiative not only introduced a refreshed identity system but also strategically repositioned the college, capturing a substantial market share of the recent high school graduate or senior including adult learning demographics. The campaign played a crucial role in attracting and retaining students from Generations X, Y, and the Millennials.

BRAND MANAGER
CASE CREDIT UNION

LANSING, MI
April 2013 - August 2014

- Energized initiatives to enhance brand visibility and positioning through the redesign of interior and exterior branch locations, leading to substantial community engagement and the acquisition of new business across various branch locations. Implemented strategic campaigns aimed at addressing consumer needs, including loan-specific target marketing and financial literacy programs, resulting in increased brand loyalty and a stronger market presence.
- Administered a comprehensive corporate rebranding initiative with a budget of \$30,000 for the launch of a new collegiate branch location on the campus of Lansing Community College, meticulously allocating resources for student and faculty-focused promotions, strategic planning, membership growth, and exclusive sponsorship opportunities aligning with the college's initiatives. This strategic investment contributed to a fortified brand identity and expanded market share for CASECU.
- Conducted a thorough analysis of existing marketing efforts, identifying and rectifying inefficiencies to streamline brand communications through a detailed marketing plan. Initiated the development and implementation of enhanced branding standards, leading to a more unified and compelling company image through a comprehensive company branding style guide.
- Fostered a collaborative environment among creative team members, ensuring clear and concise communication of project objectives, tasks, and deliverables throughout all phases. This approach ensured timely completion of projects and adherence to brand standards, resulting in consistently high-quality outputs throughout overarching and seasonal branch campaigns.

GRAPHIC DESIGNER III
CASE CREDIT UNION

LANSING, MI
November 2011 - March 2013

- Developed and executed a variety of dynamic graphics, adhering to both brand and financial regulatory standards, to effectively communicate the credit union's identity and values from conception through to completion, ensuring a trust-worthy and professional image.
- Led the development of product and service branding, as well as comprehensive promotional campaigns tailored to the financial sector, including mobile advertising, in-branch displays, direct mail, and other collateral, ensuring alignment with the credit union's mission and values.
- Showcased expertise in both print and digital media, utilizing strong foundational skills in graphic design, layouts, and typography to produce integrated campaigns that effectively communicate financial products and services, while navigating the unique constraints of web-based platforms used by financial institutions.

EDUCATION

BACHELOR OF ARTS IN ADVERTISING, MINOR IN GRAPHIC DESIGN
Michigan State University, **East Lansing, MI**

Awards & Honors

Gold Student Addy | Campaign Design
Midwestern American Advertising Award

Extracurricular Activities

Polemarch | Kappa Alpha Psi Fraternity, Inc.

DESIGN PORTFOLIO

www.urbanadshop.com

AWARDS

- Silver Addy | Poster Design | 2013 Midwestern American Advertising Award
- Gold Paragon | Brochure Design | 2017 NCMPR Awards
- Silver Addy | Brochure Design | 2017 Midwestern American Advertising Award