



KYLE BARNES

Creative Director | Designer **PORTFOLIO**

AT A GLANCE

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EXPERIENCE

15+ years in design and advertising, with a focus on creating impactful designs that meet complex business and marketing needs.

SPECIALIZATION

Expertise in digital, multimedia, social, and print campaigns across various sectors including branding, advertising, product development, sports, and entertainment.

GEOGRAPHIC REACH

Extensive experience working with brands and corporations in major metropolitan areas across America.

DESIGN PHILOSOPHY

Adheres to Antoine de Saint-Exupery's principle of achieving perfection through simplicity, transforming minimalist approaches into innovative design solutions.

CLIENT COLLABORATION

Known for turning business challenges into opportunities, crafting adaptable marketing materials that balance client vision with practical, audience-resonating designs.

LEADERSHIP & TEAM BUILDING

Highly regarded for creating supportive work environments, leading teams with resilience and dedication to achieve goals.

NOTABLE ACHIEVEMENTS:

Branding and Design Leadership: Directed MSU Athletics Department's branding and marketing, ensuring cohesive visual presence.

Strategic Branding: Developed influential branding strategies for Michigan, promoting it as a top business and community destination.

Website Redesign: Oversaw major Michigan business attraction websites' overhaul, handling from wire-framing to stakeholder communication.

Project Management: Managed creative projects end-to-end, guaranteeing high-quality, timely delivery.

Art Direction: Delivered art direction and design across various media, enhancing multiple departments and events.

Graphic Design and Copy writing: Led design and copy writing, aligning with business strategies and branding guidelines.

Brand Strategy: Engaged in early stages of advertising campaigns and corporate branding.

COMMUNITY ENGAGEMENT

Boosted brand awareness and positioning, driving community engagement and new business opportunities.



INTEGRATED BRANDING CAMPAIGNS

CREATING COHESIVE EXPERIENCES ACROSS ALL PLATFORMS

I excel in designing and executing integrated campaigns that create a seamless brand experience. Our approach ensures consistent messaging and visual storytelling across digital, social, and traditional media.

VOTE SARAH ANTHONY

CLIENT
Senator Sarah Anthony
(Michigan)



MAJOR CPA GROUP

CLIENT
Jrael Major, CPA
(Michigan)



DEI REBRAND

CLIENT
PJ DICK
(Pittsburgh)

DIVERSITY EQUITY & INCLUSION

LEADERSHIP RETREAT | 3.1.2022

This slide features the PJ DICK logo and three vertical panels showing diverse construction workers in hard hats.

LEVELS OF SYSTEMIC INEQUITY

Default thinking that discrimination is always overt (white supremacy, misogyny, hate crimes, etc.)

Perpetuated through organizational rules, processes, norms

Developed through systems

Rooted in centuries of human experience

INDIVIDUAL INTERPERSONAL

INSTITUTIONAL

STRUCTURAL

HISTORICAL

OUR DIRECT SPHERE OF INFLUENCE AS LEADERS

This diagram is a pyramid with four levels: Individual Interpersonal (top), Institutional, Structural, and Historical (bottom). A box on the right indicates that the top two levels are within the direct sphere of influence as leaders.



AGENDA

Creating the Shared "Why and WIIFU"

The Opportunity (and Challenges) Ahead

Starting the Journey: Our Own Biases

Identifying and Responding to Microaggressions

Action Planning and Report-Out

+/- and Path Forward

This slide features a large image of a woman in a hard hat and glasses, with the PJ DICK logo in the top right corner.

VIDEO

"PRIVILEGE" DOESN'T MEAN YOU DIDN'T WORK HARD.

It means you didn't have to face the magnitude of obstacles that people with other sociocultural identities needed to.

IF THIS ISN'T RACISM

This slide features a video player interface with a play button and a video thumbnail showing a person's face.

EMPLOYEE ORIENTATION PACKET

PJ DICK • TRUMBULL • THE LINDY GROUP | LET'S BUILD.

This slide features the PJ DICK logo and a small graphic of a person in a hard hat.

65%

of construction workers have witnessed racist or sexist behaviors on jobsites

WE WON'T SUSTAIN OUR WORK IF WE DON'T CHANGE

This slide features a background image of a construction site with a crane.

TEAM DISCUSSION

As a Family of Companies, where are we right now?

Place your perceived current state on the chart at the front of the room

Did you all agree?

This slide features a background image of a group of people in an office setting.

NON-UNION BENEFITS SUMMARY

COMPETITIVE SALARY AND ANNUAL BONUS PROGRAM

401(K) SAVINGS PLAN WITH PROFIT SHARING AND COMPANY MATCH

Immediate 3% Company Match when you contribute 5%

Annual Company Profit Sharing up to a maximum of 15% of base annual salary

UPMC HIGH DEDUCTIBLE HEALTH PLAN COMBINED WITH COMPANY FUNDED HEALTH SAVINGS ACCOUNT

Individual Plan (per year): \$1,400 deductible with a company-funded HSA of \$1,100; net deductible of \$300

Family Plan (per year): \$2,800 deductible with a company-funded HSA of \$2,200; net deductible of \$600

COMPANY PAID LIFE & DISABILITY

Life Insurance: 1x base annual salary + additional \$10,000

Accidental Death & Dismemberment: 2x base annual salary + additional \$20,000

Short-term Disability: 12 weeks 100% base annual salary

Long-term Disability: 60% base annual salary

VISION

DENTAL

TUITION ASSISTANCE

up to \$5,250 per year

COMPANY PAID TIME OFF

9 paid holidays per calendar year + 1 floating holiday

Vacation:

Year of Hire: 1-day accrual per month (max of 10 days)

Year 2: 10 days paid vacation

Year 3: 15 days paid vacation

Year 7: 20 days paid vacation

COMPANY PAID WELLNESS

Financial Wellness

Dedicated financial advisors with personal consultations

Employee Assistance Program

Confidential support with emotional, financial, mental, physical and legal wellbeing

Six Free Professional Counseling Sessions

Healthy Incentive Program

Reimbursement for fitness and wellness programs and memberships, plus free biometric screening

This slide features the HUMAN RESOURCES logo and a background image of construction workers.

FUTURE BUILDERS PROGRAM

CLIENT
PJ DICK
(Pittsburgh)



PJ DICK TRUMBULL LINDY GROUP

CONSTRUCTION DEVELOPMENT & ADVANCEMENT PROGRAM

Presented by PJ Dick - Trumbull - The Lindy Group

JOIN OUR TEAM

We're looking for high school students interested in the construction industry. Learn about construction, manufacturing, interviewing and more! Plus participate in a team-building competition and visit job sites, like the Charleoi Lock and Dam project.


\$500 STIPEND | JUNE 13-17, 2022

Benefits Breakfast, Lunch, Transportation, Personal Protective Equipment, Awards

Bonus Successful students will receive mentors, paid internships, and future job opportunities



APPLY TODAY bit.ly/ConstructionProgram



TIPS FOR PREPARING FOR COLLEGE

PLAN AHEAD

You can increase the odds of getting into your dream school by producing high-quality college application materials in advance. College applications will require transcripts and letters of recommendation. Be sure to give your guidance counselors, teachers, coaches, etc. plenty of time to write your letters. Learn more about what to focus on each month during the 2022-2023 school year by reading this article:

<https://www.shemmassianconsulting.com/blog/college-application-timeline>

WORK HARD

Keep up the hard work all the way through graduation! Second-semester grades can impact scholarship eligibility. If offered, take college/AP courses in high school. Pre-apprentice programs may also count toward college credits. Check with your counselor/college you may be interested in attending.

If you need academic support, log onto Tutor.com. You can do so free of charge with your Carnegie Library of Pittsburgh card. You can watch helpful videos, chat online with tutors, and even use a dropbox to receive feedback on essays.

GET INVOLVED

Get involved in after-school and extracurricular activities. Seek leadership roles when possible. There are endless opportunities to volunteer in Pittsburgh. If you need ideas, contact the United Way of Southwestern Pennsylvania at (412) 261-6010.

This article shares ideas on what you can do this summer to boost your college application:

<https://www.princetonreview.com/college-advice/summer-activities-for-college-applications>



TAKING HIGHER EDUCATION TO THE NEXT LEVEL



PJ DICK | LET'S BUILD.



PJ DICK TRUMBULL LINDY GROUP

FUTURE BUILDERS PROGRAM



BUILDERS



MOLD-BREAKERS



STARPOWER

CLIENT
Lansing Community
College (Lansing)



LIVE WELL

CLIENT
Allegheny County Health
Department
(Pittsburgh)

SCREENING SUCCESS STORY

During the outreach events, 279 patients—93 of which were Black/African American—were referred to Duquesne University's Center for Integrative Health as well as their primary care physician or a federally qualified health center in their neighborhood.

Health professionals from the Schools of Pharmacy, Nursing and Health Sciences at Duquesne University held flu shot and COVID-19 vaccination clinics. More than 5,860 people received immunizations. To increase awareness about the no-cost clinics, REACH partners hosted a live Facebook and YouTube program with Blood Media entitled Ask a Black Doctor. The program shared first-hand accounts of vaccination experiences in an effort to change minds about getting the shot. One Black and Brown person are diagnosed and dying at higher rates than their white counterparts, and getting vaccinated at lower rates, the show shed light on the ongoing crisis and combated the heightened hesitancy surrounding the vaccine in the Black community.

For more information, visit livewellallegheny.com/REACH

93 SCREENINGS
506 TOTAL PATIENTS
305 AFRICAN-AMERICAN PATIENTS
5,860 COVID/FLU IMMUNIZATIONS ADMINISTERED

COMMUNITY SUCCESS STORY

8 MINI-GRANTEE ORGANIZATIONS
2000+ PARTICIPANTS
500+ WEEKLY HEALTH/PRODUCE BOXES
12 WEEKLY PHYSICAL ACTIVITIES

LIVE WELL CHALLENGE
#LIVEWELLALLEGHENY
#REACH4ALLEGHENY

DR. RODERICK HARRIS
2021 Nutrition Success Story: REACH Nutrition Activities

LIVE WELL NATIONAL MINORITY HEALTH MONTH
#LIVEWELLALLEGHENY
#REACH4ALLEGHENY

LIVE WELL SENIORS
#LIVEWELLALLEGHENY
#REACH4ALLEGHENY

LIVE WELL FAMILY FUN
#LIVEWELLALLEGHENY
#REACH4ALLEGHENY

STELLAR AWARDS

CLIENT
Central City Productions
(Chicago)



BUNDLES FOR HOPE

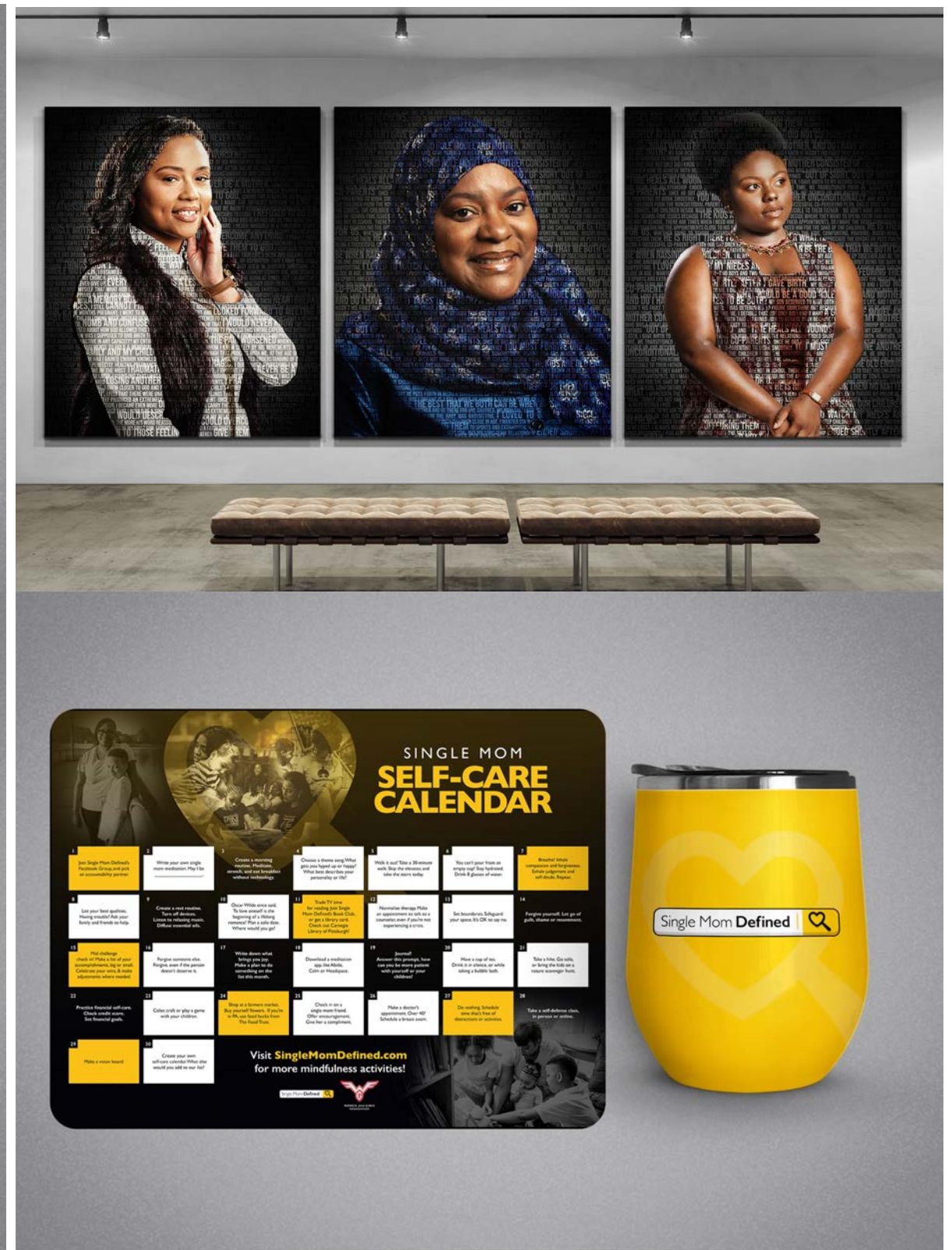
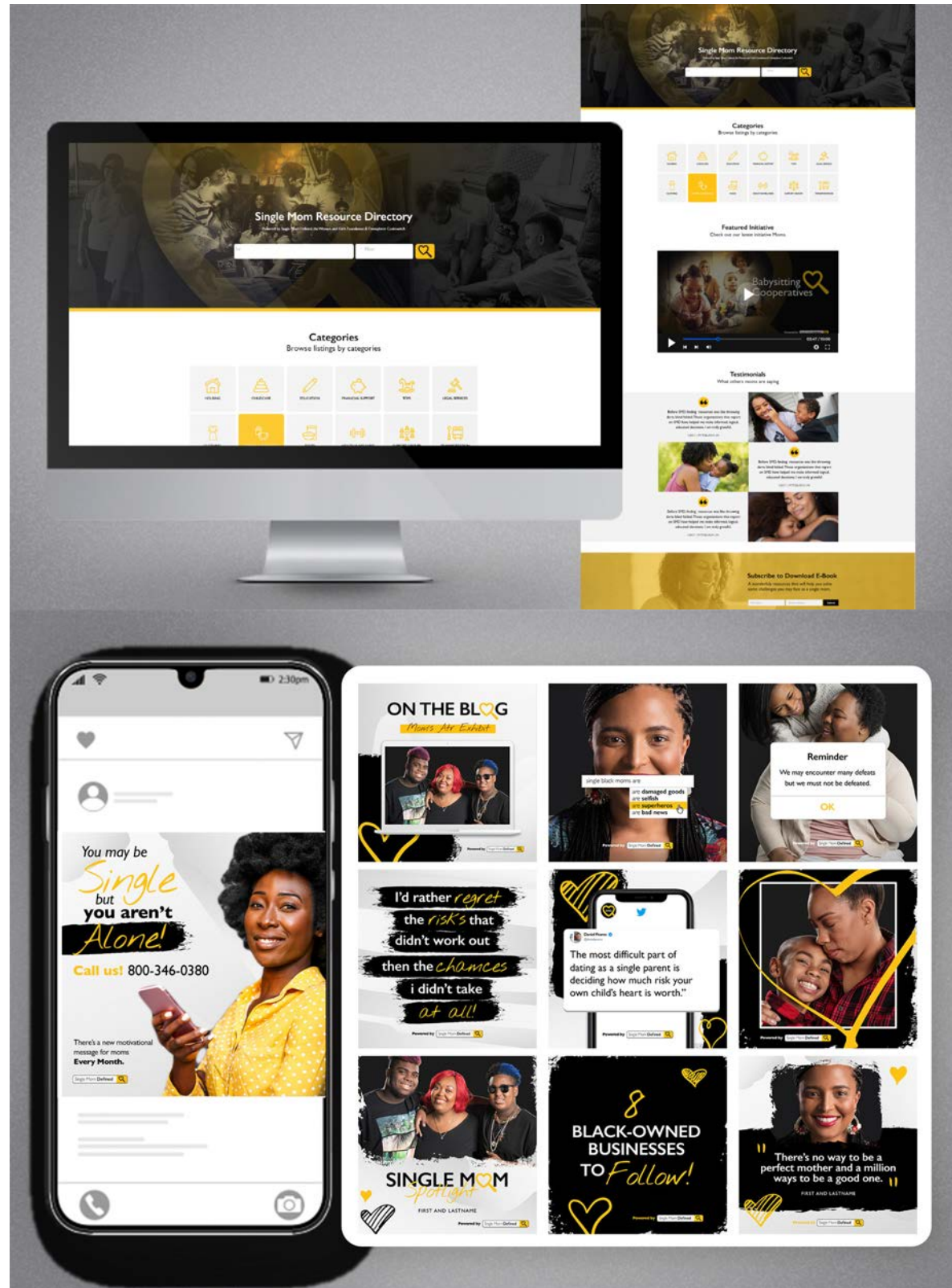
CLIENT

Bundle Luxury Hair Co.
(Dallas)



SINGLE MOM DEFINED

CLIENT
Single Mom Defined
(Pittsburgh)





ART DIRECTION & GRAPHIC DESIGN

CRAFTING VISUAL STORIES THAT CAPTIVATE AND INSPIRE

My art direction services focus on creating compelling visual narratives. We blend creativity with strategy to ensure each project is not only aesthetically pleasing but also aligns perfectly with your brand's identity and goals.

**GET A SKILL
GET A JOB**

CLIENT
Lansing Community
College (Lansing)



**STATEMENT GREEN
ALTERNATE LOOK**

CLIENT
Michigan State Spartans
(East Lansing)



SPARTAN SPOTLIGHT

CLIENT
Michigan State Spartans
(East Lansing)



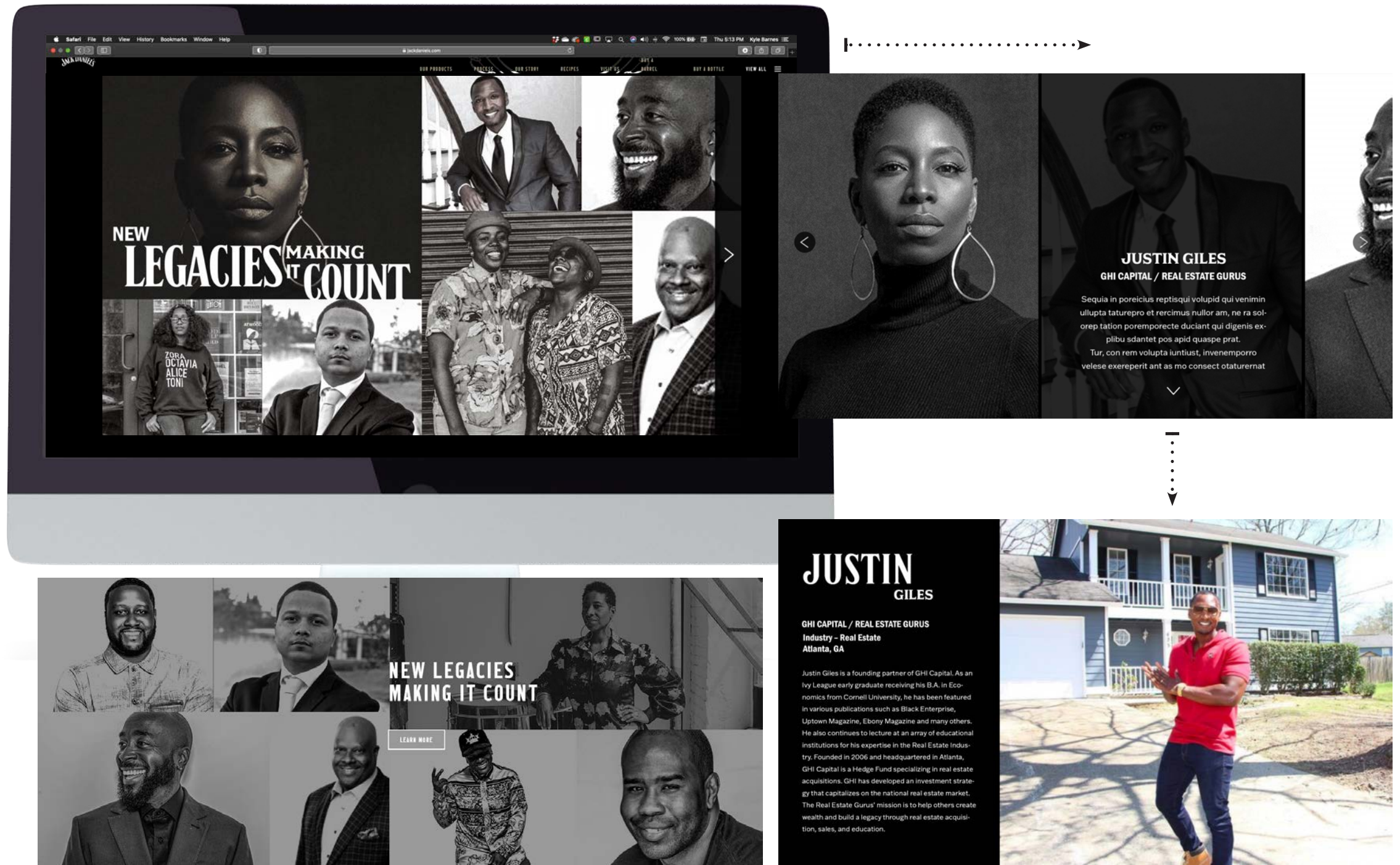
STELLAR AWARDS

CLIENT
Central City Productions
(Chicago)



**JACK DANIEL
BLACK HISTORY
MONTH INTERFACE**

CLIENT
Jack Daniels
(Chicago)



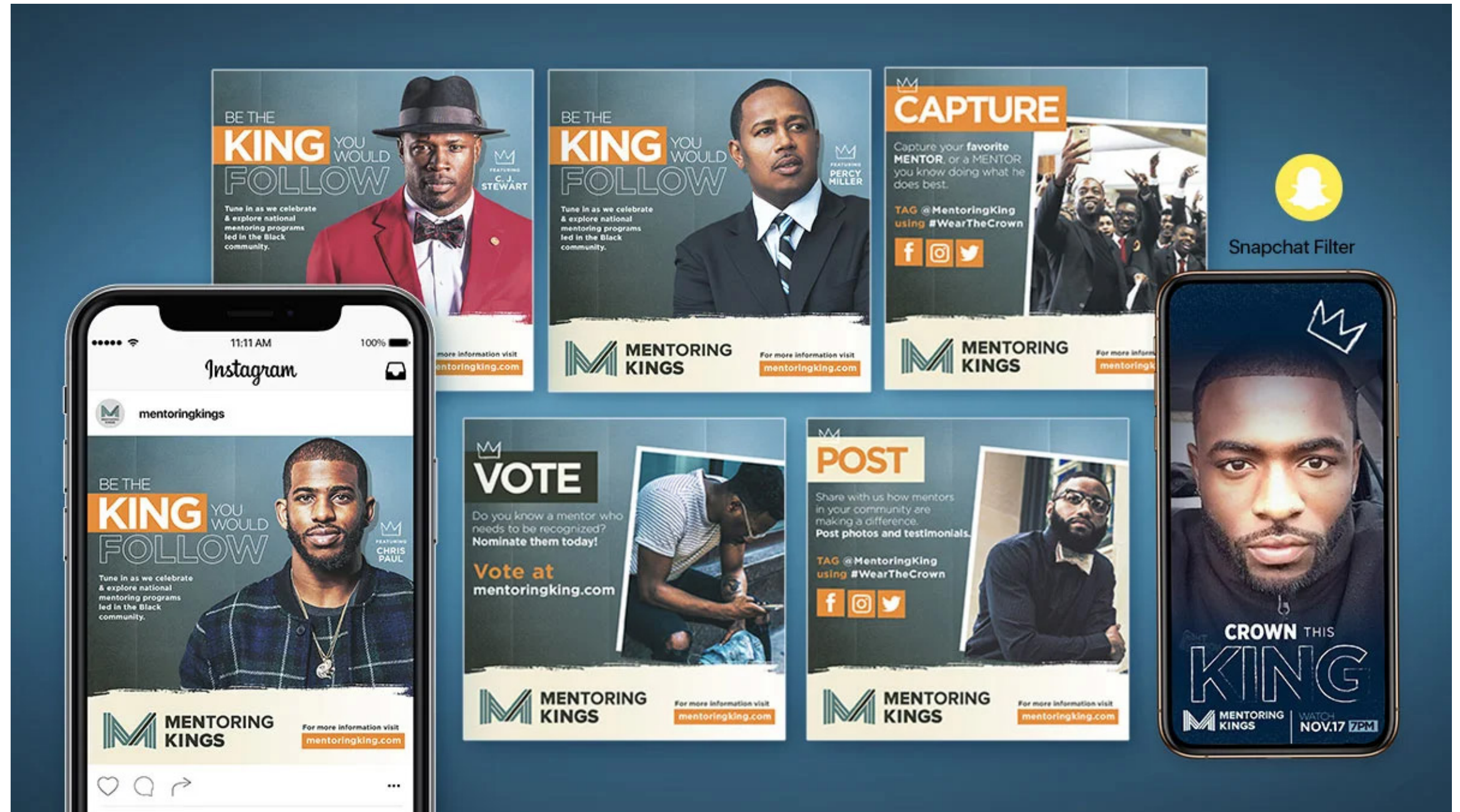
CHOOSE CHILD CARE

CLIENT
Trying Together
(Pittsburgh)



MENTORING KINGS

CLIENT
Central City Productions
(Chicago)



INTRODUCTION TO THE CENTER FOR MANUFACTURING EXCELLENCE

CLIENT
Lansing Community College (Lansing)

YOU'RE INVITED TO GROW WITH LCC

THE CENTER FOR MANUFACTURING EXCELLENCE

BUILD

Lansing Community College (LCC) is setting out to build the Center for Manufacturing Excellence (CME) but we cannot do it without you. The CME is a single point of entry and a common branding for all initiatives related to manufacturing at LCC including traditional certificate and degree offerings in manufacturing, welding, and electrical technologies, as well as apprenticeships, corporate training, and grant initiatives including the Michigan Collaboration for Advanced Manufacturing (M-CAM) and Advanced Manufacturing Technical Education Collaboration (AMTEC).

FEATURES

A Flexible Manufacturing System (FMS) will include automated guided vehicles, robotic loading and unloading, various conveying system, robotic assembly, and quality checking and safety systems for a fully functioning assembly process.

SUPPORT

Fund the future of manufacturing today and help us make this dream a reality. Dart Foundation has identified this project as a signature investment and has pledged \$500,000 as a matching grant. Each dollar that you give is matched by the Dart Foundation's generous grant—further strengthening your investment.

Contributions to the CME are an investment in our economy and in a skilled workforce as manufacturing continues to grow in the Greater Lansing Area.

INDUSTRY

The CME at LCC's West Campus will be an industry-supported, high-tech training facility that significantly increases the number of highly-skilled workers to fill the region's high-demand, high-wage jobs.

The new facility will substantially increase LCC's training capacity for enrollment in the following areas:

- Robotics
- Electrical, Mechanical, and Mechatronics Maintenance
- Machine Control and Automations
- Welding Technology
- Engineering Technology
- Computer Aided Design (CAD)
- Information Technology (IT)

IMPACT

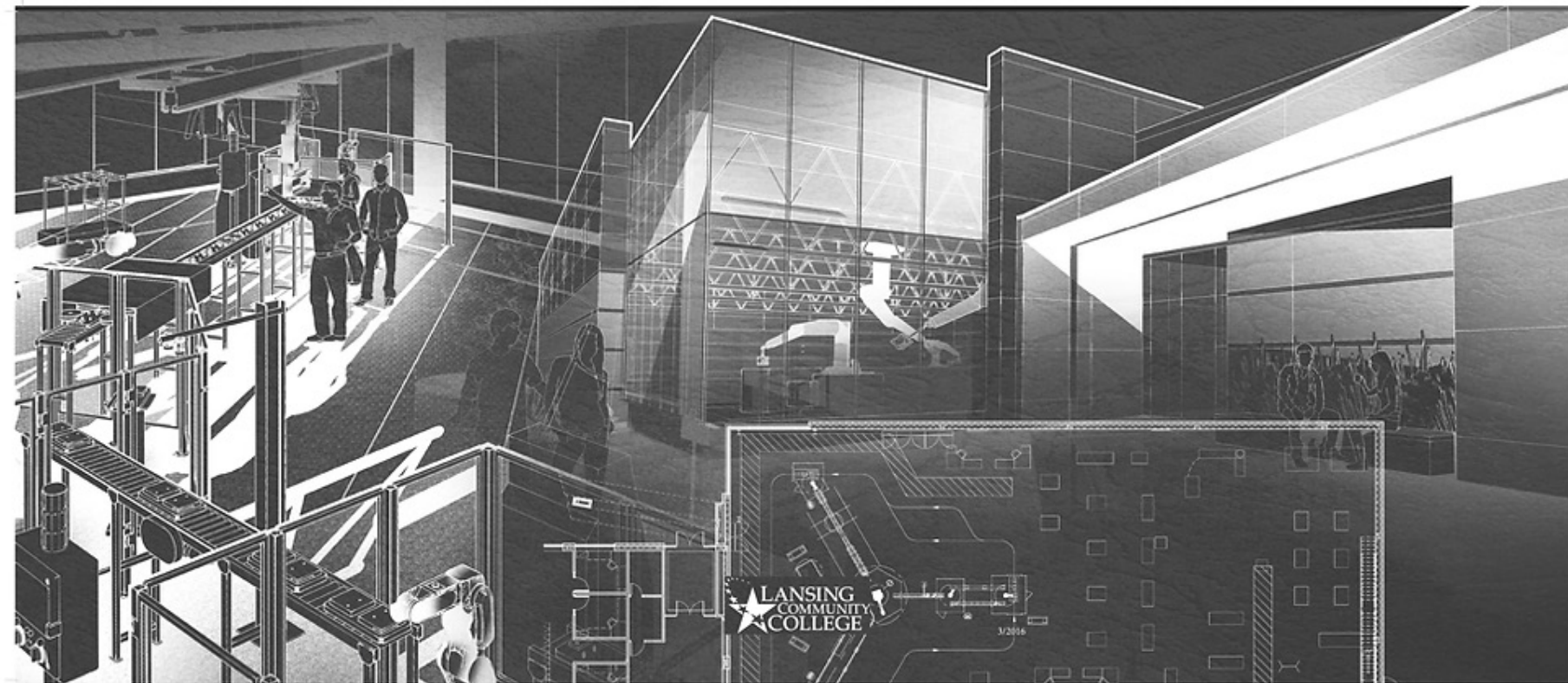
By 2023, the College estimates it will train more than 131 students annually in Manufacturing Engineering Technology (MET) to help meet the anticipated demand for skilled workers in high-growth occupations including:

- Computer Numerically Controlled Machine Tool Programming, Metal and Plastic
- Welding, Soldering, and Drawing Machine Setters, Operators, and Tenders
- Industrial Machinery Mechanics
- Millwrights
- Machinery Maintenance

Regional manufacturers project 223 new jobs annually totaling 1,115 jobs over the next five years. The average median income of regional workers in MET related areas is approximately \$56,000, 147 percent more than the average median income of all regional workers.

Source: Bureau of Labor Statistics 2013 wage data and 2010-2020 employment projections retrieved from ONET Online. <http://ononet.org>

LANSING COMMUNITY COLLEGE



LOGOS

CLIENTS

Sure Fyar Pet Supplies
(Los Angles)

Motown Live
Congressional Black
Caucus (Wash. DC)

Schindleck Law
(Chicago)

Ourhair Beauty
(Atlanta)

DCI Financial
(Lansing)

Michigan State Spartans
(East Lansing)





THANK YOU

Thank you for visiting my portfolio! If you'd like to explore more of my work, stay updated on my latest projects, or require further information, please visit my website at www.urbanadshop.com.

For any inquiries or collaboration opportunities, please feel free to contact me via email at info@urbanadshop.com or connect with me on LinkedIn at Kyle S. Barnes. I look forward to the possibility of working together and bringing your creative visions to life.