

Diverse creative professional with a wide range of skills and qualifications. I began my career as a production artist and over the last 14 years, developed into art direction and managing other creatives. I've directed and executed many integrated marketing campaigns circulated to over 20 million customers annually. My organized, process-driven and detail-oriented demeanor allows me to deliver projects with speed, accuracy, under-budget and the aesthetics that draw in audiences

EXPERIENCE

Plow & Hearth, Madison, VA Mar. 2010 -Present

Senior Art Director, Oct. 2020- Present

Art Director, Nov. 2016-Oct. 2020

Conceptualized and executed visual storytelling through art direction and design for catalog, ecommerce website, social, branding and marketing pieces. Catalog has an annual circulation of up to 20 Million. Ecommerce site has over 14,000 skus and we had 25 retail locations.

Plan and direct large scale photoshoots with an output of around 300 assets per season.

Created shotlist and ran preproduction meetings for over 30 location shoots a year.

Direct team of photographers, stylists, videographer, producer and assistants on photoshoots.

Manage and mentor designers for print, web, email and social.

Troubleshoot and manage DAM as a super-user.

Reduce photography expenses by careful planning, leading/directing the team more efficiently and maximizing use of our studio space. Used generative AI tools and retouching to enhance photography and cut photography costs.

Refresh and reinforce brand style-guides.

Sr. Graphic Designer, Mar. 2015-Nov. 2016

Graphic Designer, Jan. 2011-Mar. 2015

Designer for the Plow & Hearth brand for print, marketing and retail

Act as super-user for Digital Asset Management software (Marketer's Studio).

Worked with software developers to tailor our DAM to fit our company's needs.

Helped establish processes, workflows and trained other employees.

Coded and created interactive EasyCatalog production tools linked to DAM in InDesign which allowed for a small team of designers to output a large amount of work. Saving hundreds of hours in production per catalog drop.

Production Artist, Mar. 2010-Jan. 2011

Designed emails for Plow & Hearth and various other affiliated brands.

Catalog pre-press in a production capacity and attended press checks

Designed packaging, store signage and other collateral.

VCU Graphic Lab Monitor, Richmond, VA

Dec. 2008-Dec. 2009

Day to day upkeep of computers and equipment

Monitor students and assist with technical problems using Mac and Adobe CS software

Intern Rorschach Records, Richmond, VA

May 2009-Aug. 2009

Designed an ad which ran in Aug. 2009 issue of RVA

Created summer catalog

Promotion of bands and record releases

"Kenny has an outstanding attitude that embraces all challenges and encourages collaboration. His dedication and attention to detail is respected and trusted across the entire company as well as with outside business partners. Kenny has a relaxed, even temperament that serves to put other team members at ease and helps everyone focus on the task at hand. This has served him so well as he's taken on management of new team members, putting them in a calm space that allows them to get large amounts of work done without the chaos seeping in to break the flow."

Leah Dole, Former Vice President of Creative Services at Plow & Hearth and Evergreen Enterprises

EDUCATION

**Virginia Commonwealth University
Creative Advertising, Mass Comm.**

Bachelor of Science Degree Dec 2009

4 Year Certification in Graphic Imaging

Fauquier County Public Schools May 2004

SKILLS & SOFTWARE

Adobe Creative Suite

Microsoft Office Suite

Asana Task Management

EasyCatalog Plugins

DAM Expert

Content Management

Creative Manager

Retouching and Photo Postproduction

Art Direction

Filemaker (shot list generator)

EZOffice (sample tracking)