

# CHRIS KENT,

Creative Leader & Visual Storyteller

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## SKILLS

Brand Strategy & Development

Art Direction & Creative Leadership

Event Branding & Experiential Design

Digital & Social Media Campaigns

Cross-Functional Collaboration

Motion Graphics & Video Production

Data-Driven Creative Storytelling

## TOOLS

Figma,

Photoshop,

Illustrator,

InDesign,

After Effects,

Premiere

## EDUCATION

B.A. GRAPHIC DESIGN &

PUBLISHING ARTS

Seattle Central College

A.A. AUTOMOTIVE TECHNOLOGY

South Seattle College

A.A. AIR AND SPACE TECHNOLOGY

Community College of the Air Force

A.A. FINE ART

Rogers University

## WORK HISTORY

**SOCI** - Senior Brand Designer - Feb 2025 - Present

Lead brand design strategy across event branding, marketing campaigns, and social media, ensuring alignment with corporate growth goals. Partner with marketing leadership to **increase campaign engagement and event attendance through elevated brand storytelling.**

**WORKIVA** - Senior Graphic Designer / Corporate Communications Designer - Dec 2021 - Feb 2025

Designed and produced branding for global events, annual reports, and integrated campaigns, **boosting shareholder and customer engagement.** Elevated Workiva's corporate communications with data-driven visuals, enhancing executive presentations and investor relations. Spearheaded creative direction for cross-channel marketing campaigns, **driving a measurable increase in pipeline influence.**

**FILTER** - Senior Visual Designer - Sep 2019 - Dec 2021

Directed email and digital marketing campaigns that **drove a double-digit lift in e-commerce conversions for REI's seasonal promotions.** Optimized creative assets for customer lifecycle campaigns, improving open and click-through rates.

**WE COMMUNICATIONS** - Senior Video / Motion Designer - Feb 2019 - Sep 2019

Produced marketing video content, case study videos, and branded campaigns, **expanding client social reach by 35% through motion design storytelling.** Partnered with PR teams to craft multimedia assets supporting client launches and media outreach.

**SCENER** - Senior Visual Designer - Aug 2018 - Feb 2019

Developed brand-aligned creative for social media, marketing campaigns, and product initiatives, **growing community engagement during beta launch.** Provided art direction and custom illustrations that reinforced Scener's unique brand identity.

**MICROSOFT** - New Media Content Creator - Feb 2017 - Aug 2018

Led creative development for **event branding, social campaigns, and video production** across multiple business units. Designed **storyboards and motion graphics** that strengthened Microsoft's product marketing initiatives and event impact.

**RATIONAL** - Graphic Designer - Jul 2016 - Feb 2017

Produced social media campaigns, animations, and digital guides that **increased content engagement across Microsoft B2B channels.** Created e-guides, infographics, and landing pages that enhanced demand generation programs.

**RAM MOUNTS** - Graphic Designer - Dec 2014 - Jul 2016

Drove full-spectrum creative from trade show booths and packaging to catalogs and digital campaigns, **helping RAM Mounts expand into new markets.** Directed product photography and visual storytelling that boosted brand recognition.