

Kenny Ross

Visual Designer/Developer Hybrid

I'm a classically trained art director and graphic designer and also a web developer. I design visually, understand html/CSS/JavaScript and have an understanding of the tools of web development and can integrate those into the workflow. I can communicate more effectively with developers on both UI and functionality and also produce the necessary collateral - print, video, photography - to keep a brand vital.

Portfolio

www.kennyrossdesign.com

Personal Info

Phone

646.552.2038

E-mail

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LinkedIn

https://www.linkedin.com/in/kennyross/

Address

110 Sullivan Street, #5E
New York, NY 10012
U.S.A.

Skills

TOOLS

Sketch App
Adobe XD
iThoughtX
Google Analytics
Webmaster Tools
Photoshop
Illustrator
InDesign
Adobe Premier
Word
Excel

ADDITIONAL SKILLS

Photography
Figurative Drawing
Music Composition

LANGUAGES

English 
French 
Italian 

Experience

2005 -
present

Visual Designer/Developer Hybrid

Freelance

- Design and strategize visuals for responsive web and visual brand identity for both online and print; collateral, logos and visual branding. Work with UX and SEO data discovery to optimize UI. Code for front-end web development. Project management of teams, 2-5 workers.
- Creative brand concept, front end design/development and project management for diverse clientele including Hyperion Books, Harper Collins, Disney, ABC, JP Morgan, American Express and Novartis.
- Influencer for minimal design early on when interactive design was less sophisticated. Now stressing data driven design.

2003 -
2005

Adjunct Professor

Parsons School of Design

- Taught continuing education classes in graphic design and developed curriculum.
- Popular class with 100% enrollment each semester taught.

1999 -
2003

Freelance Art Director

Saks Fifth Avenue | Bergdorf Goodman | The Magazine of the Sunday Times

- Advertising, catalog and magazine art direction; directed teams of 4-10
- Photoshoot production and art direction, model selection, photo edit, presentations, design direction
- Redesigned Saks Fifth Avenue logo; created "BG Edit" a first "Maga-log" for Bergdorf Goodman

Featured Projects

2004

Hyperion Books/ABC

Steven King's Kingdom Hospital of Maine

- Pioneering use of AI to create an interactive 'psychic'
- Spoof HTML and Flash sites complimented TV mini-series, raised ratings

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2012

J.P. MORGAN

"J.P. Morgan Access" Video

- Video direction, storyboarding, editing, special effects, project management
- Video paved the way for J.P. Morgan's "Mobile first, digital everything."

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Education

University of Michigan

B.A. Geography