

# KENDRA PAYNE

art director,  
designer & illustrator

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## EXPERIENCED & PROFESSIONAL ART DIRECTOR, DESIGNER & ILLUSTRATOR

portfolio available at [JollyJackalope.com](http://JollyJackalope.com)

## qualifications

**DESIGN PERSPECTIVE:** Simply communicate purpose and message through select and direct graphics with a thoughtful use of color and layout that's relevant and engaging to the audience

**WORK ETHIC:** No-nonsense professional that strives for purpose, intrigue and quality throughout work and creative process

**PROJECT EXPERIENCE:** Art direction, concepts and branding, layout and design, illustration, logo and identity design, advertising, print collateral, direct mail, online, packaging, POP and signage, apparel, project management, ect.

**CLIENT EXPERIENCE:** Advertising, retail, corporate, commercial, institutional, industrial, b2b, etc.

Expert knowledge of InDesign, Illustrator, Photoshop, etc.

Experience developing campaigns from concept (research, development and pitch) to completion (style guide, layouts, logo treatment, graphic elements, type specs, color palette and photography)

Intuitive and honest designer/artist with a broad experience in advertising and design

Illustration expertise in vector, digital, sketch, paint and mixed mediums

Trend savvy, creative thinker with a lifetime of art, history and pop culture fascination/insight

Great communication skills and strong value on developing long-lasting partnerships with clients and team members

Passion for coordinating and direction of photography including producing, scouting, casting, styling and on-set direction

## recognition

**CAUGHT FROM THE TOP:** Promotions Team Leadership, Petco Chief Marketing Officer / SVP, 2011

**FEATURED SITE:** JollyJackalope.com Website, Netfirms Site of the Week, 2007

**BUILDEX BEST BOOTH:** Get Connected at Litemore/Home Depot Supply Trade Show Booth, 2006

**1 GOLD & 2 SILVER ADDY AWARDS (STUDENT DIVISION):** Advertising Club of Waco & Central Texas Ad League, 2000

**BEST BOOK:** Texas State Technical College Commercial Art & Advertising Advisory Board, 2000

## job history

**PRINCIPAL:** Jolly Jackalope Studios, Santa Cruz, CA  
June 2011 - Present, (831) 419-5248

**SENIOR ART DIRECTOR (INTERIM ASSOCIATE CREATIVE DIRECTOR):** Petco, San Diego, CA  
July 2008 - June 2011, (858) 453-7845

**PRINCIPAL:** Jolly Jackalope Studios, San Diego, CA  
May 2006 - July 2008, (831) 419-5248

**GRAPHIC DESIGNER:** The Home Depot Supply, San Diego, CA  
August 2004 - May 2006, (858) 831-2000

**GRAPHIC DESIGNER:** Aquent, San Diego, CA  
October 2003 - August 2004, (858) 453-2800

**SENIOR GRAPHIC DESIGNER:** Hargrove Design Group, Houston, TX  
May 2000 - September 2003, (713) 789-9815

## education

**ASSOCIATE OF APPLIED SCIENCE IN COMMERCIAL ART & ADVERTISING:** Texas State Technical College, 2000

**ACCOLADES:** Honor Graduate, President's Honor Roll, Dean's Honor Roll, The National Dean's List, All American Scholar Collegiate Award, Phi Theta Kappa Honor Society

## volunteer work for design education

**DACUM PANELIST:** Printing Prepress Technician Curriculum, Texas State Technical College, 2002

**DACUM PANELIST:** Graphic Artist Curriculum, Texas State Technical College, 2002