

BEST GRAPHIC DESIGNER



*Kendyl
Wilson*

WWW.KENDYLROSEDESIGN.COM

ACP 2023



Kendyl Wilson

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Mount Pleasant, Michigan 48858
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www.kendylrosedesign.com

December 15th, 2023

Dear ACP Judges,

I have always been fascinated with design. From a young age, I enjoyed multiple forms of crafting and found myself begging my parents to enroll me in art classes either through my school or in the local area. Through these opportunities I was able to do projects ranging from drawing to cake decorating classes! As I got older, I became more involved in a non-profit organization called Art Reach of Mid-Michigan where I participated in many of their events over the years, such as the Festival of Banners, the Chair Affair, and Artwalk Central; I even won judges or people's choice awards in some competitions which helped reinforce my beliefs that art could become more than just a hobby for me.

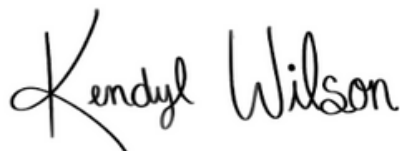
During my senior year of high school, I toured Wightman Hall at Central and right away it felt like home. I was excited to start collegiate art courses to further my abilities as I had never designed in a computer program before. I started my college journey pursuing a degree in animation but realized that was not where my heart was. I then switched my major to graphic design and added a major in advertising because I have always had a passion for both art and business from a young age and know that a combination of both is what I would like to do in my future career.

My creative process involves beginning with research to find inspiration through viewing various media sources and interpreting ways to represent content. The designer role in a media organization is extremely important as we have an eye for design that others may not maintain. We also rely on our own ideas and discuss with our colleagues how to best suit every client's needs to satisfy their advertising goals. New technological advances such as artificial intelligence generative tools do not have the ability to develop new concepts as they can only copy previously made content readily available on the internet. This example serves as a major reason why graphic designers cannot be replaced by software.

My career goals entail becoming a graphic designer at either an advertising agency or a large company. Most of my work experience and background involves taking care of animals; therefore, I hope to eventually start a career in advertising at a veterinary pharmaceutical company creating promotional and educational content for their advertisements. As I grow within my career, I would like to eventually get promoted to the status of a creative director someday as I believe working with my own team of designers on various projects would be fulfilling.

Please feel free to contact me anytime by phone or email to discuss further questions. I will be looking forward to hearing from you!

Sincerely,



Kendyl Wilson

To obtain an advertising/graphic design position to utilize my hardworking, friendly attitude and to gain more experience in the industry and further my creative ability.

WORK EXPERIENCE

Central Michigan Life/Gold Media Group — Designer & Intern

January 2023 - Present

Create graphics for client advertisements in various formats, attend both team and client meetings, assist peers with projects, update media kit booklet, email clients regarding designs, and participate in monthly pitch-off competitions.

Animal Health Associates — Receptionist & Social Media Manager

June 2018 - Present

Paperwork, data entry, answer phones, check clients into exam rooms, create invoices, take payment, create a social media calendar and social media posts, website renovation, monitor social media engagement, go on farm calls, assist doctors with patients, and clean cages, surgical packs, and equipment.

K & C Pet Gear — Co-owner & Product Engineer

March 2011 - Present

Plan events, do paperwork, advertise, and make dog treats, paracord leashes, cat toys, and tug toys to sell at both craft shows and a vet clinic.

Dr. Jinhee Lee — Research Assistant

February 2023 – April 2023

Aid in the research process for her new academic compositions, find academic articles on her topics, review articles, and locate useful information.

EDUCATION

Central Michigan University, Mt. Pleasant, MI

August 2019 - Present

Pursuing a Bachelors in Fine Arts: Graphic Design & Advertising

3.74 Grade Point Average, Expected to Graduate May 2024

Mid-Michigan College, Mt. Pleasant, MI

August 2017 - May 2019, Summer 2020

Dual Enrollment Courses - 19 Credits, 3 Summer Credits

Beal City High School, Mt. Pleasant, MI

September 2006 - May 2019

3.98 Grade Point Average

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SOFTWARE

Adobe Creative Cloud – Photoshop, Illustrator, Acrobat, InDesign, After Effects, Premiere Pro

Autodesk – Maya, Fusion 360

Microsoft – Word, PowerPoint, Excel

Storyboard Pro & Toon Boom Harmony

ZBrush Core Mini

Figma

Canva

Avimark

ACHIEVEMENTS

President of Design Hub Registered Student Organization – Fall 2023 & Spring 2024

Nominee for Best Graphic Designer & Media Kit at Associated Collegiate Press national competition – Fall 2023

“Best Creative Idea” monthly award from Gold Media Group Advertising Agency at CM Life – September 2023 & December 2023

Executive Marketing & Creative Director for HappyPets LLC – Fall 2023

Designer of CMU Office of Research & Graduate Studies spirit logo – Spring 2023

Journalism Department Scholar of the Year Award – Spring 2023

Annual Juried CMU Student Art Exhibition – Spring 2023

Stephen Barstow Memorial Art Prize – Spring 2021

Dean’s List – Fall 2019, Spring 2020, Fall 2020, Spring 2021, Spring 2022, Fall 2022, Spring 2023

Awarded Academic Excellence merit scholarship at CMU – Fall 2019



December 15, 2023

Dear ACP Judges:

I am pleased to write this letter of recommendation for Kendyl Wilson for ACP's 2023 Best Graphic Designer. Kendyl has worked as a graphic designer at Central Michigan Life for one year. During this time, I have been impressed with Kendyl's eye for design, passion for advertising and her approach to team work. Her love of advertising is demonstrated through her work ethic, vision and enthusiasm she demonstrates daily at CM Life.

One of the things I first noticed about Kendyl was her enthusiasm to be part of the advertising team at Central Michigan Life, and her desire for Central Michigan Life to always put its best foot forward with our clients. Kendyl always takes the time to evaluate the initial concepts presented by the account managers and clients. She sits in on client meetings, ask great questions and researches client branding before beginning her design process. Kendyl always takes the time to follow up with the account managers prior to presentation to explain her designs and why she feels they are right for the client.

Kendyl eagerly seeks feedback from the account managers and professional staff members on her ideas and designs. Recommendations are always greeted with a positive attitude. A "willingness to grow" is definitely her super power. Her eagerness to invest the time to get the right design for our clients, paints CM Life in a positive light to our customers, and makes her a valuable part of our team. Our account managers would tell you they simply could not do their jobs without her.

Kendyl's passion for design and CM Life clients is demonstrated in many of this year's entries into ACP. In this packet is included an innovative design for United Apartments. This ad gained much attention from CMU administrators who loved the historical connection of our longest owned off-campus housing company and the university. Advertising should connect emotionally with readers, and Kendyl's design accomplished that.

I hope you will review Kendyl's online portfolio along with this packet to get a feel for what a talented and creative designer she is. She truly is on par with those in the professional world. It is for all these outstanding qualities, and more, I recommend Kendyl Wilson for the award of ACP's 2023 Best Graphic Designer.

Thank you for your consideration.

Sincerely,

Kathleen Simon

Kathleen Simon
Assistant Director, CMU Student Media
Central Michigan Life
Central Michigan University

Client Work

OFFICE OF RESEARCH AND GRADUATE STUDIES

SPIRIT LOGO



Research &
Graduate Studies
Central Michigan University

THE DIRECTOR OF GRADUATE STUDIES REQUESTED A LOGO TO REPRESENT THIS DEPARTMENT AT CENTRAL AND I COMPETED AGAINST MY COLLEAGUES TO CREATE A DESIGN. THE LOGO NEEDED TO ENCOMPASS ALL SIX COLLEGES OF CENTRAL AS WELL AS MULTIPLE FORMS OF RESEARCH WITHOUT BEING TOO REPRESENTATIVE. THEREFORE, I CHOSE TO DEVELOP AN ABSTRACT IDEA. I CREATED THIS DESIGN WHICH IS SHAPED LIKE EITHER A NUCLEUS OR A FLOWER TO SIGNIFY A SENSE OF GROWTH. THERE ARE SIX HALF CIRCLE SHAPES AND TRIANGLES TO REPRESENT THE SIX COLLEGES AT CENTRAL; THESE SHAPES INTERLOCK WITH EACH OTHER TO SHOW COHESION. THE CENTER IS A GRADIENT TO SHOW A BLENDING OF STUDENTS OF THE VARIOUS COLLEGES. THE MAROON AND GOLD SHAPES MAKE ABSTRACT ARROWS POINTING UP AND DOWN WHICH SIGNIFY THE HIGHS AND LOWS OF RESEARCH.

SOFTWARE: ILLUSTRATOR

UNITED APARTMENTS

VINTAGE POSTCARD PRINT AD



THIS DESIGN WAS CREATED TO COMMEMORATE THE COMPANY'S 60TH YEAR IN BUSINESS AND WAS PUBLISHED IN THE HOMECOMING EDITION OF CM LIFE IN OCTOBER AS A FULL SPREAD. IT WAS ALSO ADDED TO THE COMPANY'S SOCIAL MEDIA ACCOUNTS, WEBSITE, AND ON AN ELECTRONIC BILLBOARD IN MT. PLEASANT. I UTILIZED WARRINER HALL AS THE BACKGROUND AND ADDED A TEXTURE TO IT. THE PHOTOS SEEN INSIDE OF THE BUBBLE LETTERS ARE VARIOUS UNITED PROPERTIES.

SOFTWARE: ILLUSTRATOR, CANVA

HAPPYPETS LLC

LOGO & SOCIAL/WEBISTE CONTENT



I MET WITH THE OWNER OF THIS LOCAL STARTUP COMPANY AND DISCUSSED WHAT HE WAS LOOKING FOR IN A LOGO. BASED ON HIS FEEDBACK, I DEVELOPED THIS DESIGN WHICH FEATURES A COLLAR, BONE, AND WAGGING TAIL AS TEXTUAL ELEMENTS ALONG WITH THE COMPANY SLOGAN AT THE BOTTOM. I ALSO CREATED A COLOR PALETTE BASED ON THIS CLIENTS IDEAS. MY LOGO IS STILL BEING UTILIZED FOR THE BRAND BOTH ON THE COMPANY'S WEBSITE AND SOCIAL MEDIA ACCOUNTS. IT WAS ALSO PART OF HIS BRAND WHEN HE COMPETED IN THE NEW VENTURE COMPETITION AT CENTRAL IN SPRING 2023. I JOINED HIS TEAM FOR THE SAME COMPETITION THIS YEAR AS THE EXECUTIVE MARKETING AND CREATIVE DIRECTOR FOR OUR COMPANY AND HAVE BEEN CREATING BOTH SOCIAL MEDIA AND WEBSITE CONTENT AS WELL. WE ARE HOPING TO DEVELOP A TIKTOK AUDIENCE IN THE NEAR FUTURE TOO.

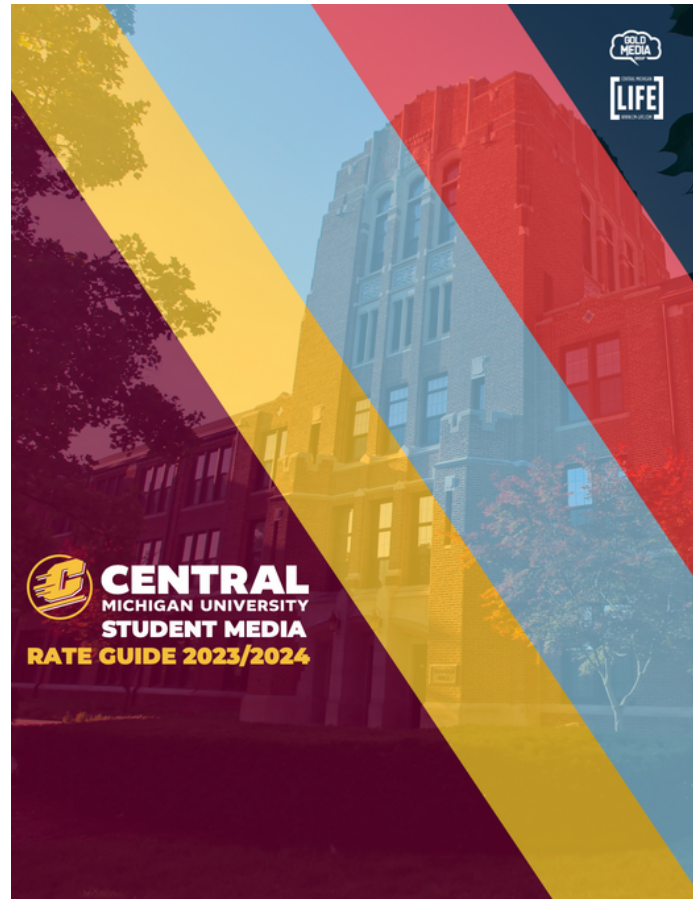
SOFTWARE: ILLUSTRATOR

[LINK TO WEBSITE](#)

[LINK TO INSTAGRAM](#)

CENTRAL MICHIGAN LIFE

MEDIA KIT BOOKLET



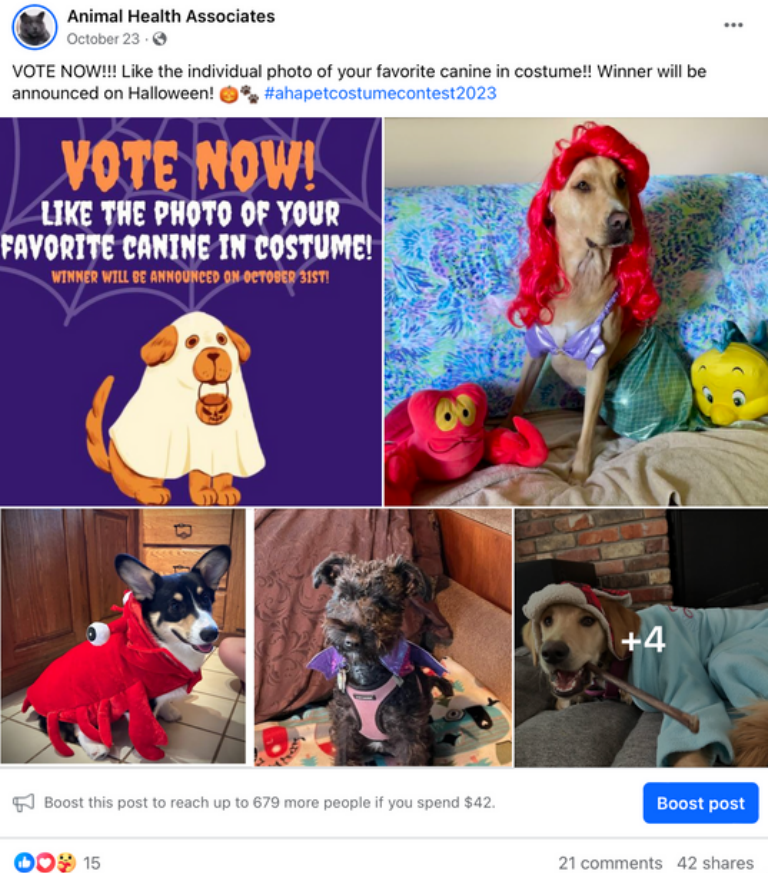
THIS BOOKLET WAS CREATED WITH THE INTENTION TO INCORPORATE CENTRAL MICHIGAN UNIVERSITY'S NEW BRANDING INTO GOLD MEDIA GROUP'S ADVERTISING MATERIALS. I UTILIZED THE NEW COLOR PALETTE AND FONTS AS WELL AS GRAPHICAL ELEMENTS TO EXHIBIT THE PRICING. GRAPHS WERE CREATED TO DEPICT RECENT STATISTICAL DATA AS WELL. I ALSO ADDED A ROSTER OF THE CURRENT STUDENT AD TEAM NEAR THE END OF THE BOOKLET FOR CLIENTS TO BE ABLE TO PUT A NAME TO A FACE OF THE TEAM MEMBERS THAT ARE WORKING WITH THEM.

SOFTWARE: CANVA

[CLICK ON IMAGE FOR LINK TO FLIPBOOK](#)

ANIMAL HEALTH ASSOCIATES

SOCIAL MEDIA MANAGEMENT



AS THE SOCIAL MEDIA MANAGER OF THIS VETERINARY HOSPITAL, I AM RESPONSIBLE FOR PROVIDING INFORMATIVE, EDUCATIONAL, AND FUN CONTENT FOR THE CLIENTS ON BOTH FACEBOOK AND INSTAGRAM. I HAVE CREATED MY OWN SOCIAL MEDIA CALENDAR TO ORGANIZE AND PLAN ALL MY IDEAS. I SCHEDULE ALL POSTS USING META BUSINESS SOFTWARE. SINCE I WAS PROMOTED TO THIS POSITION, I HAVE HELPED BRING IN MORE ENGAGEMENT THROUGH LIKES, COMMENTS, AND SHARES AS WELL AS GAINING MORE FOLLOWERS FOR THE PAGES.

THIS SOCIAL MEDIA CAMPAIGN RAN DURING THE ENTIRE MONTH OF OCTOBER ON FACEBOOK. CLIENTS HAD THE CHANCE TO WIN A FREE ANNUAL EXAM BY SUBMITTING A PHOTO OF THEIR PET WEARING A HALLOWEEN COSTUME AND ALLOWING THE PUBLIC TO VOTE ON A WINNER. THIS WHOLE CAMPAIGN BROUGHT A LOT OF ATTENTION AND ENGAGEMENT TO THE FACEBOOK PAGE WITH MANY LIKES ON EACH PHOTO AS WELL AS SHARES AND COMMENTS. IT WAS ALSO A FUN WAY TO UTILIZE USER-GENERATED CONTENT TO PROMOTE THE FACEBOOK PAGE.

[LINK TO FACEBOOK PAGE](#)

Thank
you!

MORE OF MY WORK AT:

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