



KendrahSmith
illustration + design

KendrahSmith.com
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617.775.9959

Skills

Illustration (10+ yrs)
Graphic Design (8 yrs)
Brand Design (6 yrs)
Packaging & Print Design (5 yrs)
Web Design (2 yrs)
Animation (1 yrs)

Education

UMASS Dartmouth
Illustration/Graphic Design (Major)
Writing and Rhetoric (Minor)

Experience

CVS - Senior Graphic Designer

9/16–Present

- Design of digital emails, social media content, direct mail, & web design, art direction for digital assets & photo shoots
- Building design templates for both email & web
- Illustration & animation of branded assets for print & digital
- Seasonal email design & illustration from 2018-2019 for the Loyalty & Personalization program
- Designed & illustrated for 2x weekly emails & web assets
- Web design for E-commerce, Hello Trends Beauty, & CVS MinuteClinic

BinxBox (BinxBox.net)

05/16–Present

- Owner/Sole Proprietor of the only US-based subscription box service for house rabbits.
- Curating monthly boxes of toys, treats & supplies, as well as a full-time online retail store at BinxBox.net
- Brand design, web design, illustration, animation,

Hasbro, Inc. - Packaging Designer (Contract)

8/15–8/16

- Designed & illustrated Packaging design for Star Wars: Episode 7 & Rogue One
- Updated brand standards for Star Wars Black Series line
- Art directed of product photography for Star Wars Micro Machines
- Assisted on other brands such as Marvel, Kre-O, & Beyblades
- Remote art directed EU adaptations with Hasbro China office

Hasbro, Inc. - Licensing Graphic Designer (Contract)

1/14–9/14

- Produced & designed style, brand, packaging, & licensing guides for all brands
- Illustrated & designed of new badges, patterns, & assets on soft goods for global & exclusive vendors including IDW comics, CVS, Walmart, Walgreens, etc.

Kendrah Smith Illustration & Design

01/09–Present

- Clients include: New England Journal of Medicine, Represent/Omaze.com, Teespring, Providence Media Group, Brent Spiner (Actor), Jennifer Morrison, (Actress), Jon Bon Jovi (Musician), Moses Brown School & more.