



kendaljones.com
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EDUCATION

University of Florida

Gainesville, Florida | May 2019

Bachelor of Fine Arts

Concentration in Mass Communication

Program GPA: 3.943 | Summa Cum Laude

Anglo-American University

Prague, Czech Republic | July 2016

Study Abroad program through UFIC

SKILLS

Adobe Illustrator, Photoshop, InDesign,
Lightroom, XD, After Effects, InVision,
Microsoft Office, Photography, Copywriting

RECOGNITION

Ligature 28 Exhibition

Gainesville, Florida | Feb 2019

Juried by designers, Alexandra Zsigmond
and Eddie Opara

Ligature 27 Exhibition

Gainesville, Florida | Feb 2018

Juried by designers, Bryony Gomez-
Palacio and Jason Murphy

Alagarto Printer's Guild Exhibition

Gainesville, Florida | Feb 2017

University of Florida

Dean's List

Gainesville, Florida | Five Semesters
University of Florida

WARP Art Show Student Exhibition

Gainesville, Florida | Dec 2015

WARPHaus Gallery

INTERESTS

Exploring new cities, Polaroids, HGTV,
All day breakfast, Scuba diving

EXPERIENCE

Cade Museum for Creativity and Invention

Graphic Design Coordinator

Gainesville, Florida | July 2019 – Present

- + Lead designer for Cade branded items across all departments including marketing, exhibits, operations, and education.
- + Work with the Senior Manager of Exhibits to conceptualize and design a changing on-wheels themed exhibit every eight weeks. Prepare press-ready PDFs and guide the project through production and installation.
- + Manage two design interns daily.
- + Continue to perform all functions from Cade Internship role below.

Cade Museum for Creativity and Invention

Design and Marketing Intern

Gainesville, Florida | Aug 2018 – May 2019

- + Implemented branding into various digital design assets to create a precedent for social media posts, paid social advertisements, and landing pages.
- + Designed large and small scale print collateral including billboards, flyers, brochures, and signs. Collaborated with vendors to execute production.
- + Worked closely with all levels of management to prioritize tasks, communicate through feedback sessions, and meet deadlines.

Southwest Airlines

Visual Communications Intern

Dallas, Texas | May 2018 – Aug 2018

- + Supported and assisted the Creative Services team by executing publication, print, and digital design requests.
- + Conducted client meetings to determine design vision and direction.
- + Maintained brand consistency by adhering to brand guidelines.
- + Provided support and unique ideas during cross-functional team meetings.

ViperQ

User Experience Designer

Gainesville, Florida | May 2017 – Mar 2018

- + Developed a new brand around the company's subsidiary app Fomo. Conceptualized the app's new functionality and design.
- + Conducted competitive analysis research and wire-framed initial designs.
- + Worked with in-house developers to execute launch.
- + Created social media marketing materials, as well as online and print event promotional materials.

Pixel Lane Photography

Owner and Photographer

Gainesville, Florida | Jan 2013 – Dec 2017

- + Worked independently to capture and edit pictures at the request of over 60 clients.
- + Executed business and marketing tactics to effectively acquire new clients and monitor business performance.

INVOLVEMENT

voxGraphis + AIGA Student Group | Gainesville, Florida

voxGraphis is a UF student-run organization dedicated to professional development and sharing a love for design. In 2018, the AIGA student group was formed in conjunction.

President (May 2018 – May 2019)

Established and merged AIGA Student Group into voxGraphis. Oversaw and advised 12 cabinet members. Planned and directed all meetings and events. Project managed the annual two-day design symposium, Ligature 28, consisting of a juried show, guest lectures, and workshops.

Vice President (May 2017 – May 2018)

Organized and facilitated a design agency benchmarking trip to Charlotte, North Carolina, for the student organization.