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I've got over 14 years of experience crafting memorable web experiences, highly usable interfaces, timeless branding & stunning mobile apps.

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## EXPERIENCE

**RalphLauren**

2020 - 2021

**Art Director**

Worked with various in-house departments to design and conceptualize all of the designs and assets for the RalphLauren Olympics 2021. Included digital experiences, in store signage, and other media assets.

**the Walt Disney Company**

2017 - 2020

**Senior Product Designer**

As part of the Parks & Resort division, I led a small team working on the Enchanted Extras portion of the Disneyland and DisneyWorld apps and Disney.com

**Oath**

2015 - 2017

**Art Director | Senior Designer**

Working with Yahoo! News, Yahoo! Finance, Yahoo! Sports, TechCrunch, MAKERS on various brand initiatives as well as the Yahoo! Finance and Yahoo News apps.

**AssetAvenue**

2015 - 2017

**Lead UX/UI Designer, Digital Ideation**

Brought on pre Series A funding to this bustling commercial real estate crowdfunding startup. Established logo, brand guidelines for both screen and print, and key user interfaces for the application to help move the company to a post Series A \$11 m announcement.

**JibJab**

2013 - 2014

**Senior UI/UX Designer**

Working with both the JibJab and the Storybots brand I worked to design and develop rich interfaces for a number of products including web experiences, mobile applications and marketing. Lead team of junior designers.

**Lunchbox**

2010 - 2013

**Senior Designer | Associate Art Director**

Working with brands like Johnson & Johnson, Unilever, Nestle and Fisher-Price I worked to conceive and design engaging user experiences that immersed the user into the brand.

**WPromote**

2008 - 2010

**Senior Designer**

Designed rich user interfaces for clients from a variety of industries. Conceptualized ideas and strategies from user flows to wireframes to final design, all with usability, SEO and marketing in mind. r.

**TotalBeauty.com**

2007 - 2008

**Interactive Designer**

Working in the editorial department and collaborating closely with marketing and development designed interfaces, interactive editorial content, Flash games and branding to help propel company into a major player in the beauty space.

**LeatherUp.com**

2004 - 2007

**Web/UI Designer**

Working in the E-commerce space, designed interfaces, email marketing campaigns, and landing pages. All with very close attention to usability with the intent to drive sales and brand awareness.

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## EDUCATION

**Fashion Institute of Design & Merchandising**

2007

Fashion Design

**General Assembly**

2013

User Experience Design

## EXPERTISE

Art Direction

UI + UX Design

Wireframes

Responsive Design

Mobile Application Design

Branding + Identity

XHTML

CSS3

E-commerce

Print+Packaging

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For examples of my work check out <http://kennardlilly.com/portfolio>. I think I do pretty good stuff. You should hire me!