

Kaleb Kendall

Graphic Designer — Winchester, Ohio, USA

Experience

Freelance Graphic Designer

2025 – Present

- Brand identity, logo design, event branding, social media graphics, and t-shirt design.
- Branding and creative direction for internet creators on Youtube.
- Directed projects with clients over email and in-person or remote meetings, taking feedback thoughtfully and offering revisions or counter ideas. Provided clear communication and timely follow-through.

Marketing & Communications Designer, Shawnee State University

Oct 2021 – Oct 2025

- Brand stewardship and assistant to the Director of Marketing & Communications
- Designed communications and advertisements for print and screen that supported recruitment campaigns, website content, social media, presentations, campus life, events, and more.
- Produced student handbooks, orientation booklets, commencement programs, seasonal brochures, tightly-formatted documents, and campus signage.
- Prepared production-ready print files and coordinated with vendors.
- Contributed to SSU brand development, the Shawnee.edu homepage redesign, and brand launches like ShawneeXP and Ignite Appalachia.
- Logo design (ShawneeXP, Ignite Appalachia, Hub Underground, Connecting Classrooms Podcast, I Am First Gen, Day of Giving, Bear Club, Peer Drop-In Center).
- Ensured brand consistency, translated complex information into clear visuals, managed multiple deadlines, and photographed campus events.

Graphic Designer, Cubicle Ninjas (remote)

Jun 2021 – Oct 2021

- Served a variety of clients (including companies in the Fortune 500 and pharmaceutical industry) with designs aligning with brand guidelines and director feedback.
- Managed a busy inbox and prioritized tasks to accomplish team goals.
- Collaborated remotely with a cross-functional creative team to set goals, organize tasks, review work, meet client deadlines, and stay on pace with an agency environment.

Syn Studio — intensive 18-month training program

Oct 2018 – Jun 2020

- Studied concept art and entertainment design as 1 of 20 international art students for Syn Studio's 2018-2020 cohort in a competitive 18-month training program.
- Syn Studio is ranked #1 Worldwide for Concept Art & Illustration in 2020 (The Rookies).

Graphic Design Intern, Shawnee State University

Jun 2017 – Aug 2018

- Produced logos, advertisements, and branded graphics for the university.
- Designed drip materials for marketing campaigns (social media, mail, and email)
- Logo design projects included: Bear Club, Cub Camp, Day of Giving, and I Am First Gen.

INFO

Linkedin

linkedin.com/in/kalebkendall

Portfolio

kalebkendall.com

Contact

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+1 (937) 509-5125

AWARDS

Award of Excellence for Outstanding Achievement in Illustration

Shawnee State University, 2018;
Issued by Matt Cram, Professor and Department Chair of Fine, Digital, and Performing Arts

EDUCATION

BFA, Graphic Design

Shawnee State University

2016 – 2020

GPA: 3.75 (Dean's List, magna cum laude)
Portsmouth, OH

AEC Diploma, Concept Art

Syn Studio: École d'art - Art School

2018 – 2020

Montréal, QC

SKILLS

- Graphic Design
 - Logo design*
 - Brand identity*
 - Social media*
 - Page layout & print design*
- Drawing & illustration
- Video editing
- Content editing
- Photography

TOOLS

- Figma
- InDesign
- Illustrator
- Photoshop
- paper & pencil

INTERESTS

architecture, creative writing, drawing, drums, fantasy books, guitar interior design, painting, philosophy, vegan cooking, video games
artstation.com/kalebkendall