

# Kiki Farrar

Art Direction

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kikifarrar.com

Detroit, MI

*\*willing to relocate\**

## OBJECTIVES

Pursuing a creative position at an agency utilizing my education, interests, and job experience as a visual designer who promotes marketing success for clients.

## EDUCATION

College for Creative Studies - Advertising BFA  
September 2020 - May 2024

- Graduated with Honors
- Focus in Art Direction and Conceptual Ideation

## EXPERIENCE

M3 Group (formerly Roundtable6) - Art Director  
October 2024 - Present

- Develop creative concepts aligning with brand identity
- Direct and capture photoshoots
- Create social content for various clients
- Produce and animate promotional videos

Freelance Art Director  
June 2024 - October 2024

Dorsay Creative - Associate Art Director  
September 2022 - September 2023

- Designed logos, websites, & mobile apps
- Collaborated with agency team and clients
- Managed multiple social media accounts

Intern  
May 2022 - September 2022

Magnus1Creative Freelance Designer  
May 2021 - Present

- Tiara Yachts
- Designed & created custom 18-page coloring book
  - Designed & created 18 custom stickers

- Floss & Gloss
- Designed flyers, worksheets, thank you cards, stickers, etc.
  - Utilized skills to assist in design choices

- CaseDrive
- Designed logos and app icons
  - Collaborated with a 4-person design team
  - Created & produced presentation video for trade show

## AWARDS

- Gold ADDY Award - *Noncrowded* 2024
- Gold ADDY Award - *No Escape* 2024
- AAF Special Judges Award 2024
- Young Ones Merit Award 2023
- Peta's Choice Award 2023
- Silver ADDY Award 2021
- The D Show Dual Gold Awards 2024
- The D Show Black Award 2024
- CCS x DeRoy 48 Hour Challenge Audience's Choice Award - Funniest Entry 2023
- Ads Of The World:
  - Peta - *No Escape*
  - AAA - *Your Car Is Not A Weapon*
  - Smashmallow - *Life Is Hard.*
  - Monopoly - *Until It Isn't*
  - NASA - *A Change Of Space*
- Presidential Award - 100+ volunteer hours 2019

## SKILLS

- Adobe CC
  - Ps // Ai // Id // Ae // Pr // Au // Xd // Lr*
- Production & Post-Production
- Figma
- Animation
- Sound Design
- Marketing & Media Research
- Microsoft Office & Google applications
- Copywriting
- Concepts & Campaigns (worked in teams to create numerous types of advertising)
- Jewelry & Metalsmithing

## FOLLOW ME

Instagram/magnus1creative  
LinkedIn/kikifarrar

