P'NINAH KANAI

UX/UI DESIGNER + ART DIRECTOR

A uniquely powerful combination of research, creative, and technical expertise.

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GLOBAL AGENCY EXPERIENCE

LEO BURNETT DETROIT
UX/UI Designer & Art Director
Detroit, MI | 2021–Present

- Art Director on team responsible for visual redesign of Buick brand and style guide.

- UX/UI Designer & Art Director on three-person Digital Retail team that creates ~26,000 Buick/GMC banners annually.

- UI Designer for all new Buick partnership logos.

- UX/UI Designer of Digital Retail production systems that were built first in Photoshop, then Sketch, Adobe XD, and Figma respectively.

- Spearheaded learning of Figma at agency, and incorporation of Figma into workflows.

- Digital Retail Art Director on five vehicle launches, including the Hummer EV Pickup and SUV.

KANAI CREATIVE (Owner)
UX/UI Designer & Art Director
New York, NY & Detroit, MI | 1993–Present

- Agencies: Bozell Worldwide, Doner, Kirshenbaum Bond+Partners, Mars, McCann, Y&R, and Valassis.

- Accounts: Amazon, Bell Atlantic Mobile, Comcast, Fiat Chrysler Automobiles, Eli Lilly & Company, Ford Motor Company, Ford Motor Credit Company, General Motors, Microsoft, UPS, and Verizon.

- Art Director and Print Production Art Team Lead in specialized Lincoln-Mercury studio dedicated to building ~15 CRM brochures per quarter.

- Art Director and Print Production Art Studio Manager for MilkPEP's Milk Mustache campaign—one of the most iconic ad campaigns in the world.

- Hands-On Creative Director managing up to 20 digital, experiential, and print projects at a time.

- Collaborative, calm, fun, team-oriented style.

SKILLS

- Master's level social science research methods learned at University of Michigan, Ann Arbor.

- Visual and production design for digital and print including images, typography, color, graphics, retouching, layouts, templates, dielines, wireframes, prototypes, comps, responsive design, workflows, libraries, type and object styles, CSS, etc.

- Design and meticulous stewardship of brand campaigns and standards.

- Insightful, informed, creative problem-solving.

SOFTWARE

- 19 Project Management programs (so far)

- Adobe: Acrobat, Figma, Illustrator, InDesign, Photoshop, XD

- AI: an increasing array of apps and tools

- Apple iWork: Keynote, Notes, Numbers, Pages

- Google Suite: Docs, Drive, Forms, Sheets, Slides

- Microsoft 365: Excel, PowerPoint, Project, Word

- Sketch B.V.: Sketch

EDUCATION

College for Creative Studies
Digital Art: Web | Detroit, MI

Parsons The New School For Design
Graphic Design & Advertising | New York, NY

Association of Graphic Communications
Print Production | New York, NY

University of Michigan
Master of Social Work | Ann Arbor, MI

Michigan State University
B. A. in Communications | East Lansing, MI