

# P'NINAH KANAI

## UX/UI & PRINT DESIGNER + AUTOMOTIVE & RETAIL EXPERTISE

+1 (248)730-8646 | Pninah@KanaiCreative.com | KanaiCreative.com  
2754 Dorchester Road | Birmingham, Michigan 48009

31  
YEARS

Companies include Bozell Worldwide, Doner, Lilly, Leo Burnett, McCann, New York Life Insurance Company, Rapp Worldwide, Viacom, and Y&R. Fortune® 500 accounts include Amazon, Borg Warner, Comcast, Comedy Central, FCA, Ford, GM, pMGM Resorts International, Microsoft, and Verizon.

FORTUNE®  
500

### EXPERIENCE

#### **UX ARCHITECT, UX/UI DESIGNER, ART DIRECTOR, DIGITAL RETOUCHER & DIGITAL PRODUCTION ARTIST**

LEO BURNETT DETROIT/MARTIN RETAIL GROUP

Troy, MI  
2021–Present

*Accounts: Buick & GMC*

- **DIGITAL RETAIL DESIGN & PRODUCTION:** Member of a three-person creative team that designs and builds over 26,000 Buick/GMC brand-compliant OLA assets annually—using Illustrator, Photoshop (including AI), Sketch, XD, and Figma—on timelines typically measured in minutes, with zero margin for error. Also act as UX Architect and UX/UI Designer in design, build, and maintenance of the system used to produce these assets in order to maximize efficiency, accuracy, and brand compliance.
- **BUICK/GMC BRAND VISUAL IDENTITY REDESIGN & STYLE GUIDE UPDATE TEAM:** Art Director contributing to the completely new visual redesign of the entire Buick brand graphic identity, as well as an update to the GMC brand graphic identity, both of which went live in 2024.
- **BUICK PARTNERSHIP LOGO REDESIGN LEADER:** Using Illustrator, Acrobat, Box, and SharePoint, I created brand standards and style guides, and designed, routed, and organized all Buick internal and external partnership logos. Partners included Costco, NBA, NFL, and WNBA, among many others.
- **FIGMA TRANSITION TEAM:** Art Director on team of creatives who spearheaded Leo Burnett Detroit's transition to Figma, enhancing the agency's workflow and production systems.

#### **DIGITAL RETAIL PRODUCTION DESIGNER (FREELANCE)**

MARS UNITED COMMERCE

Southfield, MI  
2021–2021

*Accounts: Iams, Mars Pet, Persil, Walmart, Whiskas.*

- Using Photoshop, design and build banner ads and website elements promoting retail sales products.

#### **GRAPHICS STUDIO MANAGER**

CREATIVE SOLUTIONS GROUP

Clawson, MI  
2019–2020 (laid off due to COVID 19)

*Accounts: Amazon, BorgWarner, Bosch, Bose, Continental, Fiat Chrysler Automobiles, Little Caesars, Meritor, Peterbilt, UAW*

- Manage staff, operations, and vendor relationships in design and production of graphics for global trade show booths, national marketing tour booths and vehicles, and corporate headquarters installations.
- Events included CES, ISC West, SEMA, TCA, and UAW Constitutional Convention.

#### **CREATIVE SERVICES DIRECTOR, CREATIVE DIRECTOR, UX/UI & PRINT DESIGNER, PRODUCTION ARTIST**

JCC OF METROPOLITAN DETROIT

West Bloomfield, MI  
2016–2019

- Singlehanded redesign and production of all summer camp branding resulted in over 200% enrollment over any previous year.
- Operations innovations included design of a variety of digital applications: Marketing Production Dashboard, Organizational Metrics Tracker, Finance and Accounting Tracker, Scholarship Application and Status System, P.O. Maker, and Program Poster.
- Responsible for oversight and hands-on creation of all aspects of creative concepting through production of marketing materials, management of graphic designers, copywriters, web developers, ad buys, vendors, timelines, budgets, tools, and resources.

## UX/UI & PRINT DESIGNER, DIGITAL ANIMATOR, PRODUCTION ARTIST

VALASSIS

Livonia, MI

2011–2013

*Accounts: Advil, All, Brawny, Burger King, McDonald's, Noxzema, Pond's, Suave, L'Oreal, Taco Bell, among many others*

- Exceeded process improvement requirement by 94% and skills advancement requirement by 30%.
- Broke 2012 Daily Miracle record, and discovered a Daily Miracle that prevented a \$30,000 surcharge.
- Created Stepped Rewards program resulting in a reduction of tens-of-thousands-of-dollars in internal fees per production error.
- Led team in revision of key process manuals, designed and built animated banner ads using Flash ActionScript, trained staff in Flash, and prepared production art for press.

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## PRINT PRODUCTION TEAM LEAD, DIGITAL RETOUCHER & PRODUCTION ARTIST

Y&R

Dearborn, MI

2005–2009

*Accounts: Lincoln-Mercury, Ford Motor Credit Company, Mazda, Volvo*

- Team Lead for dedicated Lincoln-Mercury CRM custom print brochures studio producing 60 brochures annually.
- Tracked and organized all revisions and assets, built and maintained templates, ensured compliance with industry production standards and client style guides, edited and corrected copy, digitally retouched images, and sent digital files to press.

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## PRINT PRODUCTION ARTIST & DIGITAL RETOUCHER

DONER AGENCY

Southfield, MI

2003–2005

*Accounts: Blockbuster, HGTV, Mazda, Owens Corning, Quaker State, Six Flags Theme Parks, UPS*

- Graphic design, digital illustration/imaging/retouching, prepress print production art, and manual comping.
- Adhered to brand style guides, organized and archived assets, sent digital files to press.

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## CREATIVE DIRECTOR, STUDIO MANAGER & HANDS-ON CREATIVE SERVICES SPECIALIST

BOZELL WORLDWIDE, KIRSHENBAUM BOND SENEAL + PARTNERS, LILLY, MCCANN AMSTER YARD, NEW YORK LIFE INSURANCE COMPANY, RAPP WORLDWIDE, VIACOM

New York, NY

1994–2003

*Accounts: Bell Atlantic Mobile, Comedy Central, Credit Suisse First Boston, "Got Milk?" Campaign, MTV Networks, New York Times Magazine, Nickelodeon, Pfizer, Verizon, VH-1*

- Directed creative departments and managed studios in the world-headquarters of global advertising and marketing agencies.
- Leadership responsibilities included project management, client relationship management, facility and operations design, budget establishment and management, timeline scheduling and adjusting, staff hiring/training/management, resource acquisition and allocation, digital asset organization and archiving, workload delegation, vendor management, system and procedure design and implementation, and hardware/software research and selection.
- Hands-on creative services included graphic design, digital illustration/imaging/retouching, prepress print production art, copywriting and editing, and manual comping.

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## SOFTWARE

### 19 PROJECT MANAGEMENT PROPRIETARY PROGRAMS PLUS:

**ADOBE** | Acrobat, Figma, Flash, Illustrator, InDesign, Photoshop (AI), XD

**APPLE iWORK** | Calendar, Keynote, Notes, Numbers, Page

**GOOGLE SUITE** | Calendar, Docs, Drive, Forms, Meet, Sheets, Slides

**MICROSOFT 365** | Excel, Outlook, PowerPoint, Project, Publisher, Teams, Word

**SKETCH B.V.** | Sketch

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## EDUCATION

### MASTER OF SOCIAL WORK in MANAGEMENT of HUMAN SERVICES ORGANIZATIONS

University of Michigan: Studies included human-centered social science methodologies used in UX.

Ann Arbor, MI

**COURSEWORK in DIGITAL ART: WEB** | College for Creative Studies

Detroit, Michigan

**CERTIFICATE in GRAPHIC DESIGN AND ADVERTISING** | Parsons The New School For Design

New York, NY

**CERTIFICATE in PRINT PRODUCTION** | Association of Graphic Communications

New York, NY

**BACHELOR OF ARTS in COMMUNICATIONS (with Honors)** | Michigan State University

East Lansing, MI