



ALEXANDRA (ALI) KENT

AKENT10704@GMAIL.COM | 843-991-1943 | ALICKENT.COM | WWW.LINKEDIN.COM/ACKENT

ART DIRECTOR | GRAPHIC DESIGNER | CREATIVE PROJECT MANAGER

Accomplished professional with demonstrated experience in digital content. Proven creative development experience in the beauty, fashion and consumer goods industries. Outgoing, detail-oriented, and proficient at blending creativity in set design, art direction, and prop styling with technical know-how of on-set equipment. Adept at utilizing computer-related technologies and digital media design, including Figma web design. Builds strong relationships with management, personnel, and clients.

AREAS OF EXPERTISE

Creative Strategy | Visual Design | Branding | Creative Direction | Prop Styling | Project Management | Digital Asset Management | Set Design | Process Efficiency | Strategic Ideation | Relationship Management | Design Management | Retouching 3D + 2D Collaboration | Live Event Design | Experiential Design

TECHNICAL SKILLS

Adobe Illustrator | Adobe InDesign | Adobe Photoshop | Adobe Premiere Pro | Adobe After Effects | Adobe Lightroom | Figma | Capture One | Asana | Adobe Workfront

PROFESSIONAL EXPERIENCE

LiveLab Brand Imagination Group | New York, NY

March 2024- Present

Senior Art Director

Senior Graphic Designer

Responsible for conceptualizing, designing, and executing high-quality visual content across various mediums. Work closely with our creative team, clients, and stakeholders to ensure that all deliverables meet the highest standards of excellence.

- Develop creative concepts and design solutions that align with client objectives and brand guidelines.
- Lead and manage overarching global brand campaigns from initial briefing through final delivery, ensuring timelines and budgets are met.
- Create visually compelling graphics for digital and print media, including websites, social media, advertisements, experiential activations, and more achieving over 500M impressions to date.
- Collaborate with copywriters, photographers, videographers, and other creative professionals to produce cohesive and engaging visual content.
- Present design concepts and revisions to clients, incorporating feedback and ensuring client satisfaction.
- Stay updated on industry trends, design tools, and emerging technologies to continuously enhance the quality of work.
- Maintain organized files and documentation for all projects, ensuring easy access and retrieval.

Newell Brands | Hoboken, NJ

September 2020 - March 2024

Studio Content, Associate Manager

Digital Content, Associate Manager

Digital Content, Assistant

Developed, organized, and led an agency of over 10 professionals creating digital content for 20 brands under the Newell umbrella

- Spearheaded the launch of Newell Creative Kitchen, a new content studio focusing on strategic and creative development across all the brands under the Newell umbrella.
- Built creative for innovation, live events, PR events, organic campaigns, and paid campaigns that increased CTR by



ALEXANDRA (ALI) KENT

AKENT10704@GMAIL.COM | 843-991-1943 | ALICKENT.COM | WWW.LINKEDIN.COM/ACKENT

90%, impressions by 10%, and DTC sales by 13%.

- Conceptualized creative for campaigns, brand websites, and publications for Mr. Coffee®, Calphalon®, Sharpie®, Ball® Canning, Sistema®, and Rubbermaid®
- Offered design solutions that effectively enhanced advertising goals by increasing CTR, impressions and sales by 13% and decreasing production costs by 20%.
- Developed creative briefs based on ideas established in brainstorming sessions with direction, schedules and expected deliverables for the creative team.
- Coordinated shoot timelines and communicated with production crews.
- Revised style guidelines and updated brand websites (bernadin.com, ballmasonjar.com, and sistema.com)
- Created organized shotlists for photography shoots with agencies and internal Hoboken team.
- Scheduled and facilitated pre-production and postproduction meetings with agencies.
- Analyzed market trends, and competitive landscape.
- Created assets for digital promotions on Amazon.com, DTC websites, Walmart.com, Kroger.com, BedBathandBeyond.com and social media platforms.
- Supported eMarketing with creative for Amazon brand stores and paid partnerships.
- Spearheaded, implemented and updated product innovation trackers, production tracker, 2022 digital calendar.
- Streamlined communication between internal creative team and brand marketing teams.

Tarte Cosmetics | New York, NY

May 2018 – August 2020

Social and Content Coordinator

Social and Content Assistant

Content Production Intern

Produced and styled photoshoots for digital and print product visuals; images were published widely in various media outlets, including Tarte Instagram (10M followers), Tarte.com website, as well as Tarte product displays at Ulta and Sephora global retail outlets.

- Streamlined processes for maximum benefit, thereby increasing asset quality and efficiency throughout the organization.
- Coordinated photography requests from all departments.
- Communicated all retouching requests to external retouchers.
- Organized product for photography production to decrease production time and costs.
- Spearheaded the design and development of an innovative tracking system and operation process for seasonal launches; system was ultimately adopted across all departments system-wide to place requests and acquire assets, which in return increased time efficiency and organization.
- Established more effective communication channels among six cross-functional teams, achieving corporate goal of enhancing marketplace agility and responsiveness a key component of success in the fast-paced cosmetic industry.
- Coordinated schedules and monitored expenses for team members, including talent, photographer, retouchers and makeup artist.

EDUCATION

Bachelor of Science, BS, in Graphic Communications, Minor in Business Administration Clemson University