



kylee barnard

// Multidisciplinary Designer

**I design identities, ads, websites, web apps and mobile apps to
enhance human life, provide business value and push the grid.**

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design experience

IBM Design July 2016–Present

Visual // UX Designer, Austin, Texas

Co-lead the creation of Power Systems brand guidelines, rapid prototyping and testing for client-facing products, chat environments for artificial intelligence. We practice design thinking and utilize insights from users to allow us to deliver helpful, delightful and relevant product experiences.

Fliq Septemeber 2016–February 2017

Freelance Visual // UX Designer, Austin, Texas

Provided the start-up with a new brand identity, a simplified user flow and updated UI/UX to enhance the overall user experience.

Device Creative Collaborative April–May 2016

Freelance Designer, Savannah, Georgia

Ideated, sketched and delivered multiple brand concepts to begin a packaging redesign for a premium wine brand by E & J Gallo.

National Flag Foundation (NFF) April–June 2016

Freelance Designer, Savannah, Georgia

Completely re-branded the NFF; deliverables included a full system with a brand book, info-graphics, high-level website user flow, social media content and brochure. Worked closely with the client, art director and advertisting to personally ensure satisfaction.

Google, SCAD Sponsored Studio September–December 2015

Visual // UX Designer, Savannah, Georgia

Defined a variety of universal problems, identified and understood user needs, and applied research insights to develop innovative digital solutions.

education

Savannah College of Art & Design (SCAD), Savannah, Georgia

Bachelor of Fine Arts, Graphic Design, 2014–2016

// AIGA SCAD Officer (2016)

// SCAD Goods Designer (2016)

// SCAD Dean's List: GPA 3.89

// SCAD Artistic, Academic and Incentive Scholarships

University of North Texas (UNT), Denton, Texas

Foundation & General Education, 2012–2014

awards

Techstars Audience Favorite // Fliq (2017)

SCAD Seccession Finalist // Localite, Jepson Center Identity, Tessellate, Wilde Creative Resource Center (2016)

Adobe Design Achievement Awards Semifinalist // Tessellate (2016)

Adobe Design Achievement Awards Semifinalist // Girlboss (2016)

AIGA Curated Gallery // Jepson Center Identity (2016)

AIGA Curated Gallery // Localite App (2016)

AIGA Curated Gallery // Kinfolk e-Pub (2016)

SCAD Curated Gallery // Personal Identity (2015)

SCAD Curated Gallery // Monoprints (2015)

design skills

Visual Design

User Experience

Rapid Prototyping

Brand Concepting

Typography

Corporate Identity

Illustrative Storytelling

Typeface Design

Package Design

Hand Lettering

soft skills

Detail-Oriented

Collaborative Spirit

Organized

Self-Motivated

Self-Disciplined

Articulate

publications

Fast Co. (2016)

SCAD Seccession (2016)

Google Design on Medium (2016)

SCAD Port City Review (2015)

exhibitions

Halcyon Gallery (2017)

SCAD Seccession (2016)

Gutstein Gallery (2016)

SCAD Out to Launch (2016)

work flow

Adobe CC

Sketch

Invision // Craft

Principle

Keynote

Glyphs App

other interests

Traveling

Painting

Printmaking

Baking

Topo Chico
