

KERR ROBINSON FELLOWS

WWW.TENSAW.COM

919.389.6985 KERR@TENSAW.COM
SAN FRANCISCO

EXPERIENCE

SUGAR SAN FRANCISCO 2009–PRESENT

Senior Designer specializing in web interaction, usability, promotional design and communications and branding for editorial site popsugar.com (and associated sites) and retail portal shopstyle.com

SULLIVAN SAN FRANCISCO & NEW YORK, NEW YORK 2005–2009

Art Director directing agency creative projects in the fields of communications, collateral, identity, and branding; partnering with marketing groups to manage and develop junior designers, writers, and photographers; maintaining and developing client relationships

Senior Designer building strategy and conceptual creative directions considering human factors, competitive audit, and client objectives; managing client feedback

Designer creating and implementing conceptual directions meeting the needs of the audience and usage objectives—focus on strategic design in branding and communications

2X4 DESIGN STUDIO NEW YORK, NEW YORK 2005

Designer working in all graphic media—print, identity, web, and retail environmental design; approach heavily emphasizes critical thinking, research, and process

IN STYLE MAGAZINE SPECIAL ISSUES NEW YORK, NEW YORK 2004 AND 2003

Art Assistant designed layouts for print, conducted photo research, and helped direct product photo shoots; worked on team to create new Special Issue: *In Style Home*

FABRICA TREVISO, ITALY 2004

Designer worked on campaign for Italian service projects. Fabrica is the Research Institute of the Bennetton Group inviting students of design from all over the world, projects include *COLORS* \ www.fabrica.it

LEES CARPETS RALEIGH, NORTH CAROLINA 2002–2004

Designer created new line of carpet; collaborated with upper-level management to identify target audience and test products; final version RBN™ carpet line awarded “Best New Design” at NEOCON 2003, the annual design trade show; featured in *Metropolis*, *Architectural Digest*, and *Interior Design*.

EDUCATION

North Carolina State University RALEIGH, NORTH CAROLINA 2005

Bachelor of Graphic Design; minor in Business Management; 4.0/4.0 GPA, Valedictorian, Summa Cum Laude highest honors; concentration in Marketing; enrolled in graduate classes during undergraduate tenure (by faculty nomination)

Lorenzo de' Medici Institute FLORENCE, ITALY 2004

4.0+ GPA, enrolled in art history, fashion design, and history of photography; intermediate proficiency in Italian language

Magazine Publishers of America NEW YORK, NEW YORK 2003

Completed seminar led by art directors and editors-in-chief of top magazines; focused on the relationship of design with editorial

RECOGNITION

AMERICAN INSTITUTE OF GRAPHIC ARTS

THE ART DIRECTOR'S CLUB

**PRINT, METROPOLIS, AND
INTERIOR DESIGN MAGAZINE**

**PAY IT FASHION FORWARD
TOP NEW DESIGNER NOMINEE**
Fashion Delivers Not-for-Profit

TOP 100 DESIGN GRADUATES
The Art Directors Club

GRAPHIC DESIGN BOOK AWARD
North Carolina State University

RESEARCH AND ARTISTIC GRANT
North Carolina State University

PARTIAL CLIENT LIST

American Express
Charles Schwab
Dillards
Genentech
Human Rights Watch
InStyle Magazine
Martha Stewart
Medtronic
Morgan Stanley
MetLife
Natural Resources
Defense Council (NRDC)
Neiman Marcus
PopSugar.com
RADAR magazine
Saks Fifth Avenue
ShopStyle.com