



# COLIN KIENITZ

DESIGN@COLINKIENITZ.COM

AUSTIN, TX

(512) 968-0200

## ■ ACCOLADES

- Special Judges Award for Copywriting from the AAF Fort Worth ADDYs
- Gold Student ADDY from the AAF Fort Worth ADDYs
- Silver Student ADDY in AAF District Awards
- Third for Advertising Design in the 2012 AIGA Texas Show
- Published in the 2012 AIGA Texas Show Catalog, with designs touring Texas and New York galleries

## ■ WORK EXPERIENCE

### Insurance Council of Texas

Creative Marketing Manager  
February 2024 - Current

Responsible for all brand decisions, creating guidelines, and maintaining consistency and innovation. Manages the Digital Content and Event Specialist, approves outgoing designs. Designs reports, web pages, event material, etc.

### Pax8

Graphic Designer  
June 2020 - November 2023

A cloud and IT solutions marketplace and a leading partner with Microsoft, as well as Amazon and Adobe. Responsible for designing website and landing pages, logos, infographics, whitepapers, social media, AR mocks and more. Key project required me to solely design the partner page for Microsoft and all included graphics.

### New York Road Runners

Sr. Graphic Designer  
May 2018 - May 2020; Full-Time/Freelance

Led development of new digital design projects including dynamic emails, Augmented Reality (AR), custom GIFs, video graphics, medals, social, experiential marketing, and interactive murals. Conceptualized and designed customized emails for 100,000 race finishers with their stats, pace map, and race day conditions.

## ■ EDUCATION

BA in Art - Visual Communications  
Minor in Advertising

The University of Texas at Arlington  
Graduated May 2013

### Bulldog Solutions

Jul. 2015 - Oct. 2016

### Minute Media

Mar. 2018 - May 2018; NYC; Freelance

### Wide Open Spaces

Oct. 2014 - July 2015; Austin; Freelance

## ■ SKILLS & CAPABILITIES

Proficient with:



Photoshop



Illustrator



InDesign



Dreamweaver



After Effects



Figma

- 10 years of design experience with proven understanding of digital and print standards
- Responsive website design, UI/UX
- Researched and applied new After Effects techniques, plug-ins, etc. for videos and GIFs
- Able to conceptualize and create independently or collaboratively
- Designed for web, email, branding, print, apparel, and packaging
- Managed and instructed fellow creatives to meet deadlines while maintaining quality guidelines

## About the Company

Pax8 is a data-driven cloud and IT solutions distributor that has become a powerhouse in the marketplace. Our one-stop-shop makes it easy to buy and sell the right security measures and data management for your company. Aside from designing web pages, infographics, and ads, I am also responsible for shaping the new branding directions we're undergoing as a company and implementing the brands of our partners on joint efforts.



## Web Design and the User Experience

Unveiling our new partnership with Microsoft was a monumental responsibility. Each member of the design team contributed, but I developed a large majority of the overall layout, videos, the user experience, and building and publishing the page. I was also responsible for rapidly learning a new web design tool (Ceros) in the weeks leading up to the launch. This page had the highest traffic, greatest click-through, and most time spent out of all of our previous landing pages.

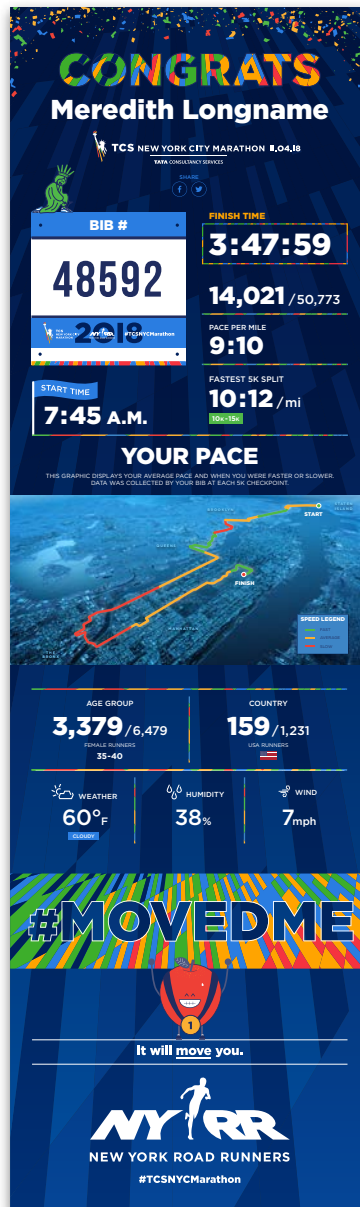
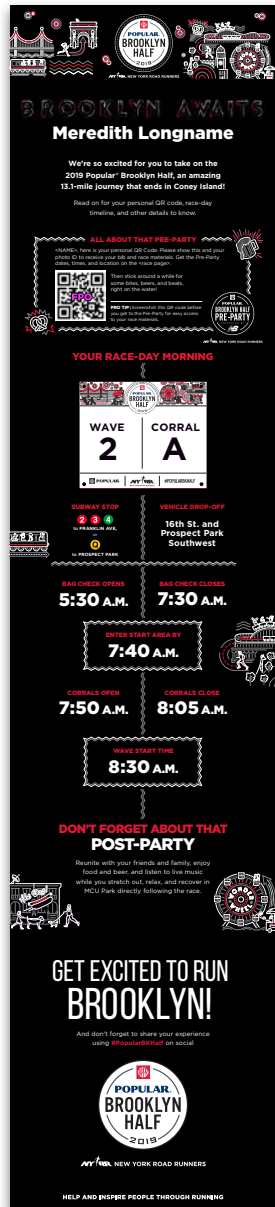
After the success of the Microsoft landing page, we had to both develop a brand for a new product (Pax8 Pro) and build a webpage for it simultaneously. I am responsible for designing this header and logo, which became the new brand direction for all following ad campaigns.



# NEW YORK ROAD RUNNERS

## About the Company

New York Road Runners is a non-profit that has spent the last 60 years growing into the world's largest, most recognized marathon. With such a broad range of runners, having a global appeal with the ability to single in on a given market at any given time was key. While technically operating as the Digital Designer, I worked on everything from print and signage to full website redesigns, app features, social, environmental design, and even an interactive mural that launched into an Augmented Reality experience (work is still proprietary).



## Client Work

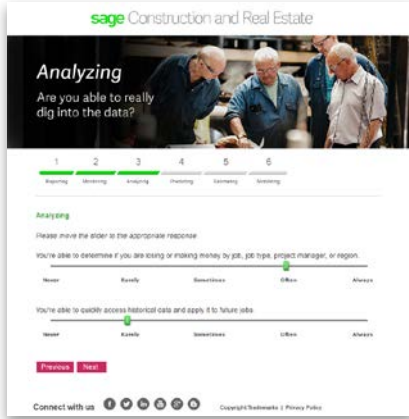
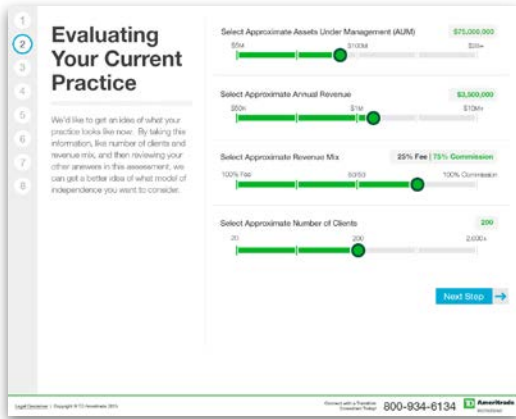
Above are five Instagram images that flow together into one connected carousel. Social requests like these came frequently, so coming up with new and engaging ways to present information or showcase professional athletes without becoming repetitive was key to this project's success.

To the left are a series of dynamic emails that I proposed, designed, led, and coordinated the development of with 3rd party vendors. With user-generated data captured during the race, this new feature helped hundreds of thousands of runners understand what parts of the course they were fastest and which parts they need to work on next time, providing a feature that is yet to be done by any of the competitors in the global marathon industry.

# BULLDOG SOLUTIONS

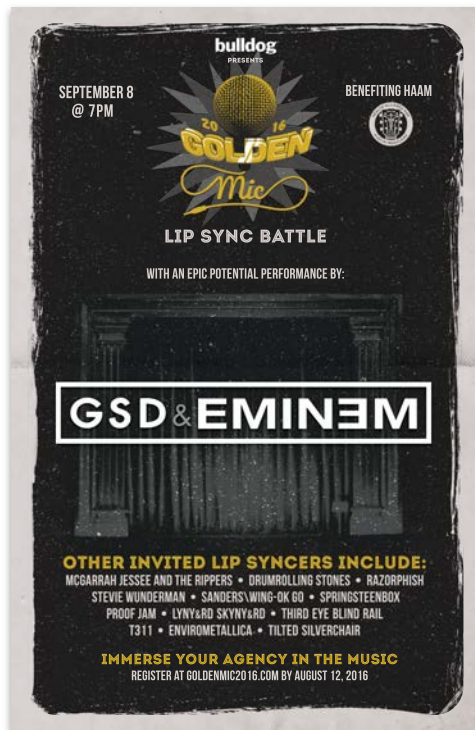
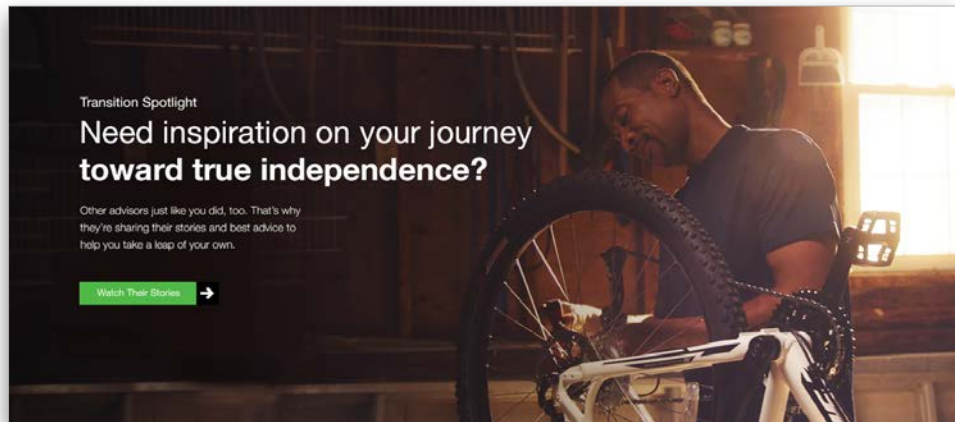
## About the Company

Bulldog Solutions is a marketing agency with a B2B focus on web-based, data-driven results. Projects often incorporated varying types of assets through a wide range of media and devices in lengthy campaigns. Designs required consistency and strict adherence to established brand standards. Versatility needed for constantly switching between accounts on a daily basis, required a thorough knowledge of each client's preferences and target audiences.



## Client Work

Designing for multiple clients required a balance of appealing to both the clients who hired us as well as the customers who would be using the finished products. **Knowing when to push back or when to let the client draw the line was essential.** Day-to-day work consisted of creating landing pages, web applications (top left), interactive web banners (bottom left), ads, social media, white papers, flow charts, finding stock photos or capturing images from videos and much more.



## Golden Mic

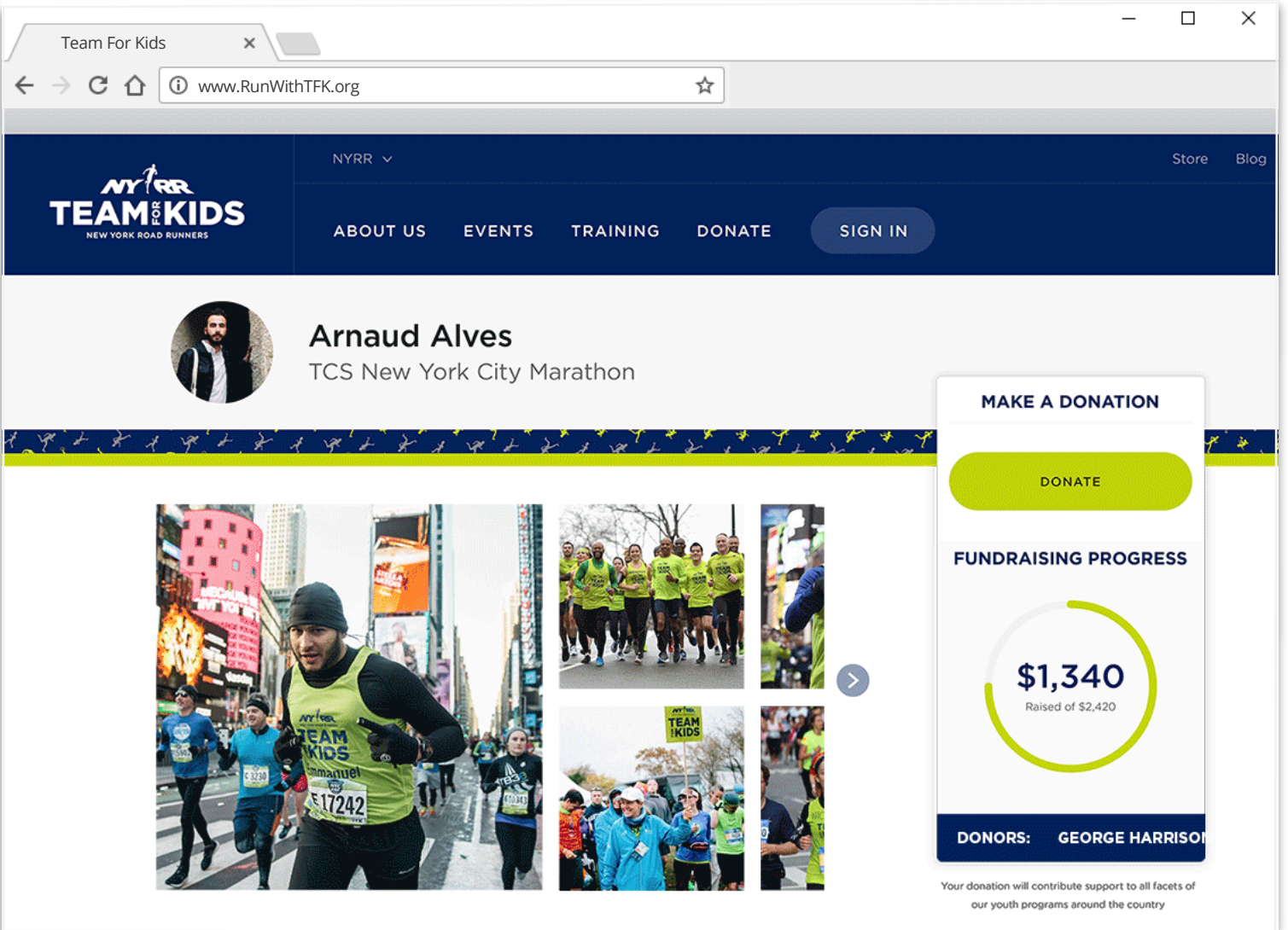
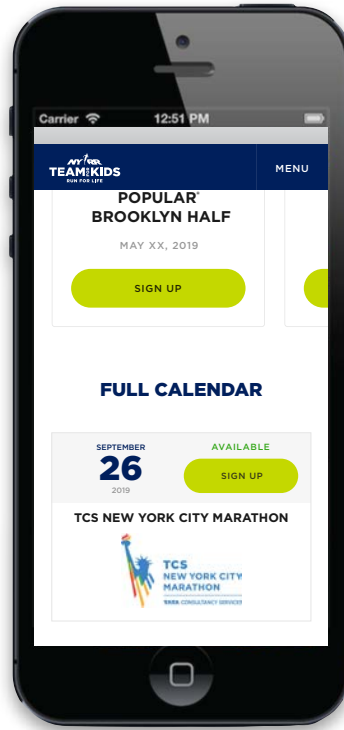
A lip sync competition between Austin agencies, conceptualized and managed by a copywriter and myself. I had full creative authority over the art direction of the entire campaign, designing the logo, landing page, emails, posters, T-shirts, social media, and event signage. In order to get the attention of some of the largest agencies in town, we had to be bold. I proposed the idea to create posters that incorporated the agency's name mixed with a popular band (such as GSD&M to the left, more on my website). The artwork, the agency, and the pun all had to be easily recognizable. I led the entire design team to create 14 unique posters; personally designing 5 and the template.

# WEB DESIGN

## Designing Responsively

For these featured examples, I was responsible for the layout, design, and communicating with developers to maintain consistency for each page throughout production. TFK is the charity component of NYRR, ensuring the donation portals were functional and engaging was essential to the user experience.

My favorite aspect of creating digital content is understanding the user experience while simultaneously considering the client's needs. I am fascinated by the process of learning user habits and subtly guiding them to a call to action. Designing a website or advertisement that is adaptive to mobile platforms is what I find most important in the early phases of the creative process.



*See you soon!*



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