



kendalkrol.com  
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## EDUCATION

### University of Florida

Gainesville, Florida | May 2019

Bachelor of Fine Arts

Concentration in Mass Communication

Program GPA: 3.943 | Summa Cum Laude

### Anglo-American University

Prague, Czech Republic | July 2016

Study Abroad program through UFIC

## SKILLS & SOFTWARE

Adobe Creative Suite, Shopify,  
WooCommerce, Photography, Figma,  
Microsoft and Google Suite, Copywriting

## INDUSTRY INVOLVEMENT

### AIGA

*The profession's oldest and largest  
professional membership organization for  
design — with more than 70 chapters.*

Member | May 2019 - Present

UF Student President | May 2019

UF Student Vice President | May 2018

## RECOGNITION

### Ligature 28 Exhibition

Gainesville, Florida | Feb 2019

Juried by designers, Alexandra Zsigmond  
and Eddie Opara

### Ligature 27 Exhibition

Gainesville, Florida | Feb 2018

Juried by designers, Bryony Gomez-  
Palacio and Jason Murphy

### Alagarto Printer's Guild Exhibition

Gainesville, Florida | Feb 2017

University of Florida

## INTERESTS

Exploring new cities, Thrift shopping,  
Polaroids, All day breakfast, Scuba diving

## EXPERIENCE

### Aqua-Leisure Recreation, formally Airhead Sports Group

#### Graphic Designer II

Denver, Colorado | September 2021 – September 2022

- + Account lead for the Airhead brand, which generated 67% of the Airhead Sports Group's topline revenue, overseeing all visual direction and creative account management.
- + Managed Airhead and Yukon Charlie's websites (\$2M+ Direct-to-consumer revenue) through daily maintenance, routine pricing updates, new product builds, content streamlining, and visual direction.
- + Collaborated daily on Marketing Team processes and large-scale timelines. Led six of the ten 2021 team metrics, completing and exceeding standards established for each metric.
- + Oversaw a brand guidelines extension for Airhead, which included building and merging comprehensive photography, packaging, and copywriting content.
- + Continued to perform all functions from the Graphic Designer role below after promotion to Graphic Designer II.

#### Graphic Designer

Denver, Colorado | May 2020 – September 2021

- + Multi-faceted designer supporting three omnichannel brands: Airhead, Yukon Charlie's, and Sportsstuff. Contributed to all visual elements spanning email, social, eCommerce, fliers, tradeshow, product, packaging, and catalog design.
- + Spearheaded the Yukon Charlie's rebrand, conceptualizing and building the visual identity, brand positioning, brand guidelines, packaging, and displays. Presented and led the discussion on each element of the rebrand to a core stakeholder group, including the CEO and department heads.
- + Conceptualized a unique new packaging design for Yukon Charlie's that supported sustainability and reinforced the new brand direction without increasing production cost; effectively collaborating with the head of Product Development and Sourcing.
- + Supported sales team members by presenting brand identity in line review meetings. Showcased the new Yukon Charlie's direction to REI, a premier outdoor retailer, resulting in a \$1.3M commitment and landing an exclusive product.
- + Project manager and account lead for the Digital Asset Management System, a key executive initiative that drives revenue through cross-brand selling, eCommerce adoption, and expediting customer acquisition. Managed over 6,500 assets, initiating and implementing a new department-wide nomenclature and content organization system.
- + Supported content creation as a primary and secondary photographer on product and lifestyle photoshoots. Involved in planning, visual direction, and post-production editing.
- + Contributed weekly to new product designs, a key point of differentiation between Airhead Sports Group and competitors. Visual designs warranted a 15% MSRP based on aesthetics alone.

### Cade Museum for Creativity and Invention

#### Graphic Design Coordinator

Gainesville, Florida | Aug 2018 – April 2020

- + Lead designer for Cade branded items across all departments, including marketing, exhibits, operations, and education. Managed two design interns.
- + Worked with the Senior Manager of Exhibits to conceptualize and design a changing on-wheels themed exhibit every eight weeks. Prepare press-ready PDFs and guide the project through production and installation.
- + Implemented branding into various digital design assets to create a precedent for social media posts, paid social advertisements, and landing pages.
- + Designed large and small-scale print collateral, including billboards, flyers, brochures, and signs. Collaborated with vendors to execute production.
- + Worked closely with all levels of management to prioritize tasks, communicate through feedback sessions, and meet deadlines.

### Southwest Airlines Visual Communications Intern

Dallas, Texas | May 2018 – Aug 2018

### ViperQ User Experience Designer

Gainesville, Florida | May 2017 – Mar 2018

### Pixel Lane Photography Owner and Photographer

Gainesville, Florida | Jan 2013 – Dec 2017