

vincentkunz

Design & Brand Strategy

Contact

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Portfolio

vincentkunz.com

Profile

With over seven years of experience in providing exemplary creative and brand support through multi departmental operations and collaboration, I bring an innate passion for and detailed understanding of design and brand development, and their respective narrative applications. My aim in any role is to bring a creative approach to all aspects of business for innovative brand and user focused solutions; leveraging a formal education of a Bachelor of Science in Business Marketing has fostered a functional perspective that allows for empathy and understanding in the growth process, for both internal collaborators and external service markets alike. I find satisfaction in the ability to foster positive change on a company-wide basis, adapt to specialized tasks and roles, spearhead self-driven creative initiatives for company growth, and bring an infectiously uplifting attitude to any environment.

Experience

Creative Services, Designer III

Comcast NBC Universal / Denver / 2022 - present

Serving as creative lead on design initiatives for both enterprise and regional levels for Comcast's largest U.S. division on multiple simultaneous projects requiring a wide range of deliverables including logo development, digital assets, print, video, and live event. Continuous collaboration with cross-functional teams to provide effective brand-conscious design solutions, including ideation and conception of creative strategies for both internal and external stakeholder communications. Active in innovative conceptualization of internal team functionalities, growth, and development, including brand application and campaign strategy as they apply to larger organization goals and initiatives.

Graphic Design & Marketing Specialist

Canvas Credit Union / Denver / 2019 - 2022

Designing and production of a wide range of print and digital deliverables for both internal communications and external marketing campaigns. Producing imaginative brand-conscious designs that elevate campaign penetration and impact through a range of mediums that appeal to current market trends. Continuous collaboration with extended art team - designers, copywriters, videographers, developers to ensure optimization of brand-focused visual communications while growing overall brand image.

Campaign Management & Advertisement Coordinator

National CineMedia / Denver / 2014 - 2019

Cinema Advertising Campaign Manager: Supported regional, local, and national sales teams through effectively communicating with creative agencies and clients regarding media specs, deadlines, content guidelines, file delivery assistance, and programming confirmation.

Freelance Design, Illustration & Creative Writing

Freelance / 2014 - present

Education & Affiliations

Bachelor of Business, Marketing

Metropolitan State University of Denver
2014

Society of Children's Book Writers & Illustrators

2018 - present

Innovation Group / Mentor

Canvas Credit Union
2020 - 2021

Skills

- Concept Development/Execution
- Brand Development
- Project Management
- Creative Content Development
- Design Development
- Adobe Creative Suite
- Figma
- Procreate
- Sketch
- MS Office Suite