

KENNETH E. COOK JR.

MULTIMEDIA DESIGNER

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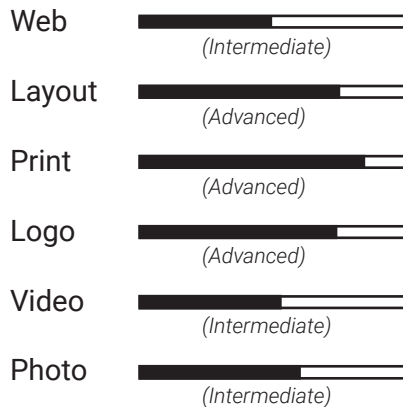
📍 INDIANAPOLIS, IN

EDUCATION

Bachelor of Science
Computer Graphics
Technology

Indiana University Purdue
University Indianapolis (IUPUI)
2016

SKILLS



AWARDS

Norman Brown Scholar
*Norman Brown Diversity and
Leadership Program*

Eagle Scout
Boy Scouts of America

PROFILE

Multimedia designer with 3 years of experience, responsible for daily content design for a mid-size department within an urban university. Worked regularly on graphic, layout, web, and video materials. Developed 300+ design projects (flyers, brochures, announcements, shirts).

EXPERIENCE

2016 - Present **Coordinator of Conference and Guest Housing and Communication**

IUPUI – Office of Housing and Residence Life (HRL)

- ▶ Planned and executed photoshoots of students living on campus and functioned as primary photographer for all annual HRL events which populated a photo library to use for all future marketing campaigns.
- ▶ Designed shirt and other apparel graphics that were produced and distributed to more than 9,700 students overall.
- ▶ Planned, filmed, edited, and published videos for the IUPUIHRL Youtube page. Video topics encompassed tours of housing facilities, event summaries, and life in a residence hall.
- ▶ Design printed materials like flyers, handouts, brochures, signs, and magazine ads to be marketed toward current and prospective students.
- ▶ Design content for digital platforms like digital signs, social media graphics, motion graphics, and web graphics.
- ▶ Planned and designed upcoming HRL website using updated IUPUI framework. Modified metadata to support search engine optimization.
- ▶ Supervise housing marketing request procedure to ensure client design requests are produced and delivered punctually.
- ▶ Correspond with conference and guest housing clients and represent the IUPUI commitment to a welcoming campus.