



Kenny Ng Creativity Forward

- Creative Director
- UX Designer
- Director of Marketing
- Project Manager
- Brand Strategist
- Art Director
- Marketing Manager
- Graphic Artist

Education

Clarif FileMaker Pro Certified

Product Packaging Design Certified

Divi for WordPress Certified

Associate's Degree in Communication Design, International Fine Arts College (closed)

Skills

Design: Graphic Design, Illustration, Photography, Art Direction, Print Production, Product Packaging Design and Production

Creative Development: Creative Concept Development, Marketing and Advertising Campaigns, Brand Development, Client Collaboration

Technical: Adobe Creative Suite, Microsoft 360, Clarif FileMaker, Figma, Miro, ClickUp, Slack, AI Integration, Divi for WordPress Development

Contact

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Professional Summary

Seasoned creative professional with extensive experience in graphic design, illustration, photography, and art direction. Proven leader with a track record of developing visually stunning and effective marketing campaigns, brand strategies, and advertising initiatives for top-tier brands such as Sony, Walmart, Diageo, and American Express. Demonstrates strong leadership and project management skills, with an effortless ability to pitch creative concepts, manage print production, and develop innovative solutions that significantly impact brand perception. Passionate about collaborative creativity, visual storytelling, and connecting brands to their customers. Seeking to leverage my expertise in a dynamic team environment to drive creative excellence and brand growth.

Key Projects

MD Natural Care: Created the entire brand for web, print, and social media. Highlighted real-world solutions based on science and nature, with a successful "Better with Mushrooms" campaign. Dr. Kevin MD Ph.D.'s LinkedIn following grew to over 20,000 followers.

Thick Stock Print: Created the entire brand for web, print, and social media. Established their unique selling point of using thick high-quality stock and including shipping and taxes in product prices, eliminating checkout frustrations.

Brewsh: Developed the entire brand for web, print, packaging, and social media. Promoted the cognitive and immune-boosting benefits of mushrooms in coffee and created a 16-week wellness cohort. The first cohort saw 90% registered subscriber engagement.

Kingdom Advisors: Created the annual conference theme for 15 years, from concept to production. The conference grew from 600 to 3,000 attendees. Worked directly with multiple vendors to achieve an engaging and immersive experience for attendees.

Brickstone Financial: Developed the entire brand for web, print, and social media. Focused on women and blended families, increasing visibility in underserved community segments. Achieved a 30% increase in inquiries within 2 months after shifting focus.

Real Estate Support Systems, Inc. (RESS): Created the entire brand for web, print, Database Management System, and CRM. The DMS and CRM have been in service since 2004, managing customer policies and renewal processes, reducing time and effort.

Professional Experience

- Creative Director, Thick Stock Print (2024 - Present)
Developed brand identity and unique selling point, including shipping and taxes for transparency.
Key Contributions: Brand Development, Marketing Strategy, Customer Experience, Transparency
- Creative Director, MD Natural Care (2021 - Present)
Worked with the PR team to grow the founder's LinkedIn following to over 20,000. Launched the Brewsh program, focusing on mushroom-enhanced coffee.
Key Contributions: PR Strategy, Social Media Growth, Product Launch, Brand Strategy
- Graphic Designer, Kingdom Advisors (2008 - Present)
Designed visual representations for the annual conference for 15 years. Collaborated with IT and Executive teams to produce environmental graphics.
Key Contributions: Event Design, Visual Communication, Team Collaboration, Brand Consistency
- Art Director, K2 Evolution (2004 - 2008)
Worked with regional executives for ReMax in Florida and the Carolinas. Developed marketing and advertising campaigns to recruit and maintain agents.
Key Contributions: Regional Marketing, Advertising Campaigns, Talent Acquisition, Creative Solutions
- Creative Director, Creative Walk (2002 - 2004)
Collaborated with Sony, Toshiba, and Walmart on point-of-purchase displays. Worked with major floral distributors and corrugated package providers on national display packages.
Key Contributions: Point-of-Purchase Displays, Collaboration, National Distribution, Packaging Design
- Art Director, Alison Group (1999 - 2002)
Partnered with global brand Diageo on point-of-purchase displays for Johnny Walker, Malibu, and Jose Cuervo.
Key Contributions: Global Branding, Display Design, Partnership Management, Retail Marketing
- Creative Director, Kameleon Communications (1993 - 1999)
Developed collateral campaigns for Florida's largest healthcare system. Created national catalog campaigns for a consumer electronics company.
Key Contributions: Collateral Campaigns, Healthcare Marketing, Catalog Production, Creative Development