

# Kyle Barber

## Digital Designer/Director

### WORK

#### Grok | Digital Director

08/01/2018 - 10/31/2019

Moving into a leadership role, I led a team and worked cross-functionally across the company to execute and expand our in-house deliverables.

- Managed designers, developers, interns, and freelancers across a all development and visual projects.
- Advised new business team with technological input and solutions for all pitches.
- Developed, proposed, and oversaw budgets, equipment lists and schedules for all video and web projects.
- Managed various CMS (Wordpress) based sites and created content across all media channels.

**CLIENTS:** CULTURELLE, LEANDATA, CALLIDUS CLOUD, MARKETO, FIRST QUALITY, COUPA, INTEGRA.

#### Grok | Digital Designer and Developer

05/01/2015 - 08/01/2018

As the web transitioned from a flash-friendly place to suddenly being banned, I spent many late nights redesigning client assets to new standards. A love of a beautifully organized and seamless workflow was born.

- Handled front end development across all clients, including microsites, landing pages, and interactive banners.
- Created content for all of Grok's social media channels, resulting in new social clients.
- Transitioned video and photo production in-house for all small budget projects.
- Developed a website and social presence for an olive oil brand, including an in-house cooking show with weekly recipes and tips.

**CLIENTS:** VMWARE, CULTURELLE, AZO, ENVISION, QLIK, CAPATRITI, CALLIDUS CLOUD.

### Freelance

ONGOING

Using what skills and knowledge I have gathered through my years in advertising I have helped out small and large brands over the years on a wide scope of projects, from total rebranding to help with corporate communications and in a few cases it has been an extension of our work together from my time at any given agency.

- Redesigned and launched several websites.
- Created web and video content.
- Developed and managed relationships with both independent and corporate clients.

**CLIENTS:** AIRBNB, BMW, JWALK, NIC+ZOE, LYSEE, EMS ADV., PHARMALINK, LITTLE POP'S, OVAL PARK CAPITAL.

#### JWALK | Intern

SPRING/FALL 2014

As an intern at this boutique agency, I was exposed to the multifaceted role that's demanded of designers at small agencies. This gave me the opportunity to participate in different conceptualization and developmental roles throughout various campaigns.

- Worked on microsite layouts, in-house shooting, and video production.
- Revamped internal assets such as reels and pitch demos.

**CLIENTS:** BEBE, CALVIN KLIEN, TIGERNUT HORCHATA, HEALTH WARRIOR CHIA BARS.

### VOLUNTEERING

#### THE STAND: Dance Marathon | Director Of Media

In the two years I led media at the Stand, we raised over \$75,000 that directly benefited the Cohen's Children's Medical Hospital in New York.

- Led a team to support monthly fundraising events along with collateral leading up to the events.
- Concepted and planned an overarching web and social media rulebook.
- Rolled out full rebrand in year two that allowed us to refocus the mission of the charity from a single dance marathon to a multitude of small level young entrepreneurial networking events.

### EDUCATION

#### Parsons School of Design The New School | 2014

B.F.A. Design And Technology

### CERTIFICATES

Google Analytics

Google Double Click

Google Double Click QA

Cinema 4d | NYU SPCS

### SKILLS

#### DESIGN

Storyboarding  
Wireframing  
Prototyping  
Interaction  
Experience  
Personas  
Templates

#### DEVELOPMENT

HTML  
CSS  
Javascript  
Jquery  
PHP  
GitHub  
Wordpress  
Google Double Click  
Google Analytics

#### TOOLS

Photoshop  
Illustrator  
After Effects  
Premier  
Adobe XD  
InDesign  
Audition  
Lightroom  
ClickUp  
UXPin  
Office Suite  
GSuite

### CONTACT

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