Korey Connolly

Designer

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A versatile Brand Designer and creative problem-solver with 13 years of in-house experience defining & refining brands, helping them communicate effectively through digital and print campaigns. Inspired by life, nature, and motion, fueled by a constant curiosity & desire to do good work for good people.

Self-employed | Designer

Florida, San Diego, New York | 10/2018 - Present

www.koreyconnolly.com

Merit | Designer

Millbrae, California | 03/2020 - 03/2024

merits.com

- Developed and executed designs and visual branding for internal communication, product marketing and services, including whitepapers, case studies, online, print, multimedia, presentation, conference display booths and other interactive collateral, packaged print ready production files and other marketing assets for vendors within a fast-paced start-up environment

- Presented creative concepts to CMO, VP of Design and team leads

- Incorporated and prioritized innovative design best practices while maintaining alignment with program goals and capabilities

- Researched online .gov image libraries to support design projects

- Served on teams and task groups for projects and initiatives within the business units across the organization

- Was a key part of the Merit check-in experience design team, made improvements to deployment both design and the Merit check-in app

- Created web animations highlighting product features and updates

- Developed UI graphics and product illustrations, which contributed to an increase in user understanding of product features

- Created digital Ads, and direct mail campaigns for internal clients, partners and clients paying attention to detail and making sure to meet business requirements

- Worked with marketing and product teams building story boards for video production, managed freelance animators to bring the video to life

Skills

Adobe Creative Suite
Advertising
Art Direction
Asana
Brand Design
Brand Development
Branding & Identity
Brand Marketing
Brand Strategy
Collaboration
Collaborative Communication
Confluence
Corporate Branding
Creative development
Creative Direction
CSS
DALL-E
Digital Asset Management
Digital Marketing
Editorial Layout
Email Marketing
Figma
Graphic Design
Hand Lettering
HTML
Illustration
Infographics
Interaction Design
InVision
Logo Design
Lottie
Marketing
Midjourney
Mobile Application Design
Motion Graphics
Online Advertising
Packaging Design
Performance Dashboards
Personal Branding
Photography
Product design
Sigma dashboards
SketchUp
Slack
Social Media Marketing
Typography
User flows
User Interface
Visual Design
Web Design
Webflow
Wireframing
Wordpress
WordPress Design

Education

San Diego City College
Graphic Design
2008-2011

Pensacola State College
Graphic Design, Business Management
2026

COMET | Senior Designer
New York City, New York, Redwood City, California | 02/2017 - 12/2018

- Developed branding, brand identity guidelines (logo, color palette, icons, photography, typography), sales sheets, data visualizations, email campaigns, conference materials

- Dove headfirst into Product Design—learned Adobe XD, Sketch, and Balsamiq; led the Product Team in creation of a product style guide and prototypes enabling team members to iterate quickly while keeping design components consistent

- Incorporated and prioritized innovative design best practices while maintaining alignment with program goals and capabilities

- Using SketchUp, designed a new company office space; designed Supergraphics, Wayfinding, and Signage for the newly built environment

- Worked extensively with IT to brand and implement Confluence

Cox Reps | Senior Designer
New York City, New York | 02/2015 - 12/2017

- Successfully led an effective rebranding & recruiting initiative that distinguishes CoxReps as experts in media analysis. Led two Designers and a Copywriter with the goal of identifying additional ways to communicate and improve business performance using Cox predictive analytics data

- Worked alongside executives in identifying brand elements to carry forward and reshape into a brand that envisions the company's future

- Developed branding, logo, color palette, typography, brand guidelines, recruiting materials, micro-site, and job-fair banners

- Collaborated with Data, Research & Analytics Teams in designing sales pitches, presentations, newsletters, emails, and infographics

- Installed Basecamp as a project management system, increasing bandwidth across teams, and eventually the entire company

Gamut. Smart media from Cox. | Senior Designer
New York City, New York | 01/2015 - 02/2015

- In an organizational redesign to better utilize key talent, moved to another Cox Media Group business to help their team create a more effective branding strategy

- Designed a full spectrum of materials focusing on media solutions, including email campaigns, whitepapers, data visualizations, infographics, internal messaging, presentations, and sales sheets

Collective | Senior Designer
New York City, New York | 02/2011 - 12/2014

- Collaborated with Sales, Product Development, and Data Science teams along with the Creative Director in a deadline-driven environment creating strategic concepts for brand campaigns, infographics, dashboards, presentations, motion graphics, websites, and whitepapers

- Designed email campaigns, whitepapers, data visualizations, infographics, internal messaging, presentations, and sales sheets, redesigned and migrated the website from Drupal to Wordpress

- Provided constructive feedback and direction on advertising strategies and creative planning to inhouse and freelance designers and coordinated with Production and Project Managers to ensure timely delivery of projects