

Kenna Lewis

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Instagram: @kennalewisart

Education

2024 BFA, School of Design, Architecture, Art, and Planning (DAAP),
University of Cincinnati, Cincinnati, OH

2024 Associate in Applied Graphic Communication, Cum Laude,
University of Cincinnati Blue Ash, Blue Ash, OH

Professional Experience

2023-2024

Graphic Design Intern, Snow Commerce, Cincinnati, OH

- Drove significant growth for the LAPD email program, expanding from 100 to nearly 1,000 subscribers and generating close to \$500 per campaign.
- Grew the Fox News email list by 20,000 subscribers, generating an average of \$2,000 per campaign.
- Created the top-performing Peanuts Store email campaign, generating \$1,988.10 in revenue and boosting engagement with eye-catching GIF designs.
- Designed the top-performing MotorTrend email, generating \$17,307.28 in revenue with a 5.6% click rate.
- Increased WB email click rates from 1.2% to 1.6% by enhancing email design, significantly improving engagement throughout Q4.

2022-2023

Instructional Design Intern, Great American Insurance, Cincinnati, OH

- Developed and implemented branding guidelines for company-facing PowerPoint presentations and documents.
- Scripted, animated, and delivered highly-effective onboarding and training videos for various business units, efficiently introducing numerous new hires and over 350 employees to company policies and procedures.
- Received consistently high ratings of 4.5/5 stars and above on the videos viewed by employees.
- Created and delivered highly-engaging presentations on emerging AI technology to large groups of 40+ people, highlighting the potential impacts and real-world applications.
- Demonstrated strong collaboration and project management skills under SCRUM/AGILE workflow.

Awards/Grants/Fellowships

2024 **Outstanding Applied Graphic Communication Graduate** | UC Blue Ash College

2020 **Robert Fabe Art Scholarship** | University of Cincinnati DAAP

Exhibitions

2024 **Art & Earth Day Student Exhibition** | Pyramid Hill

2024 **Applied Graphic Communications Senior Showcase** | University of Cincinnati Blue Ash

- 2021 **Applied Graphic Communications Student Showcase** | University of Cincinnati Blue Ash
- 2020 **Sophomore Research Studio: Confronting _____** | University of Cincinnati (DAAP)
- Virtual Exhibition

Commissions and Public Works

- 2020 **UC Fifth Third Arena Vault Activation** | University of Cincinnati, Cincinnati, OH
- Led and coordinated a team of students in creating and executing a promotional mural design.
 - Implemented project management techniques such as creating time-sheets, assessing pay based on hours worked, and facilitating paperwork between the contractor and the artists.
 - Incorporated brand assets and athlete photos for UC's Men and Women basketball teams and the Fifth Third logo into the mural design.
- 2019 **Blink Festival Parade - Body Mantle** | Cincinnati, OH
- DAAP Undergraduate Collaboration