

Grant Kindrick

Helping organizations of all shapes and sizes by applying 20+ years of design expertise in brand development, visual communication, digital experience design, and creative leadership.

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Independent/Freelance

Some notable clients include AT&T, Democratic Senatorial Campaign Committee, Environmental Working Group, Hillary Clinton for President, iHome, LAist, MARS, Sundance Institute, and USC

PORTLAND
2004–CURRENT

CLEARresult

North America's largest energy efficiency solutions provider for utilities, businesses, and residential consumers

PORTLAND
2016–2023

Wirecutter

A startup success story and affiliate marketing standout offering rigorous expert reviews to facilitate informed consumer decisions

PORTLAND
2016–2016

Total Beauty

Online beauty hub featuring expert reviews, user feedback, and personalized advice on cosmetics and personal care

LOS ANGELES
2007–2009

Plus Three

Digital agency specializing in web design, tech solutions, and campaign management for political groups and nonprofits

NEW YORK
2005–2007

Channel One

Educational news network viewed daily by over 12 million American high school and middle school students

LOS ANGELES
2001–2005

PRINCIPAL DESIGNER

Orchestrated the development of brand strategies, creative direction, and user experience designs, ensuring cohesive and impactful digital and print campaigns.

Strategized and delivered customized websites and native mobile applications through cross-functional collaboration, with a focus on user-centric design and innovative solutions.

SENIOR ART DIRECTOR

Led design for energy efficiency marketing initiatives across the western US and Canada, adherence to best practices and ensuring brand consistency for a fluid roster of 20–30 utility clients.

Modernized and elevated marketing design and production standards, resulting in successful high-volume campaigns that exceeded energy-use reduction goals and received frequent client praise.

Developed multichannel, budget-friendly marketing campaigns through close collaboration with clients, internal stakeholders, vendors, and creative staff.

CREATIVE DIRECTOR

Established and oversaw daily operations in the Portland office/studio.

Strategically designed and deployed online retail interfaces, driving revenue growth while maintaining editorial standards and brand identity to cultivate customer loyalty.

Recruited and piloted the company's first design team, optimized the content creation and publishing process, aligning production capabilities during a time of rapid organizational expansion and evolving goals, culminating in its sale to The New York Times.

CREATIVE DIRECTOR

Managed product and editorial design staff, acted as lead designer, and maintained brand continuity in all media.

Collaborated with editorial, development, and sales teams to craft creative strategies and nurture third-party partnerships.

CREATIVE DIRECTOR

Administered creative resources, pitched design services to prospective clients, and presented concepts for existing accounts.

Supervised product interface design for an array of proprietary content management systems and member database tools.

SENIOR GRAPHIC DESIGNER

Partnered with staff journalists to create award-winning interactive content that enriched broadcast news segments and bolstered audience engagement.

Daily development and publication of editorial photo illustrations, animation, and data visualization.

SKILLS

- Brand identity design
- Creative direction and strategy
- Interface and experience design (UI, UX, CX)
- Leadership, mentoring, and talent curation
- Visual design and art direction
- Conversant in HTML, CSS, and JavaScript
- Proficiency with all industry-standard design software (Adobe Creative Suite, Figma, etc.)

RECOGNITION

- Webby Awards: 4 wins, 5 honors
- Hermes Creative Awards: 3 wins
- SXSW Interactive Awards: 1 win, 2 honors

EDUCATION

- Oklahoma State University: Bachelor of Fine Arts, emphasis in graphic design (Dean's List)
- University of Kansas: Visual art studies

OTHER

I live in Northeast Portland, Oregon with my wife, two mysterious teens, and a dog that is often mistaken for a raccoon. When not at my desk, I'm probably either chauffeuring kids to soccer or working on the latest in a long line of home renovation projects.