



KENDRA MALONE

SENIOR ART DIRECTOR

Senior Art Director with 7+ years of agency experience leading integrated, multi-channel campaigns across digital, social, web and in-store. Known for strong conceptual thinking, refined design craft, and the ability to translate big ideas into cohesive executions across every touchpoint. Experienced in brand building, rebrands, and high-volume campaign systems, with a collaborative leadership style and a hands-on approach to making.

EDUCATION

Bachelors of Fine Art in Graphic Design
University of Louisville
Graduated: 2018
Cum Laude

CLIENTS

Baskin-Robbins
Southeast Toyota
The Home Depot
Nathan's Famous
Party City
SunTrust (now Truist) Bank
Amazon Prime Video
Varo Bank

SKILLS

Art Direction & Conceptual Thinking
Social-First Thinking
Short-Form Video & Motion
Adobe Creative Suite
AI Creative Tools
Creative Leadership & Mentorship
Presentation & Client Communication
Website & Digital Experience Design
Video Editing

AWARDS

2025 Muse Awards

3x GOLD for "The No Pause Project"
2x SILVER for "The No Pause Project"

EXPERIENCE

SENIOR ART DIRECTOR

22squared | May 2024 - Dec 2025

- ▶ Lead art direction for fully integrated campaigns spanning broadcast, digital, social, in-store, and web from concept to final execution.
- ▶ Develop and execute concept-driven creative systems that translate seamlessly across channels while maintaining a strong, consistent brand voice.
- ▶ Direct photo and video shoots, guiding visual tone, composition, and storytelling from pre-production through post.
- ▶ Partner closely with copywriters, strategists, producers, and account teams to ensure creative aligns with brand strategy, audience insight, and business goals.
- ▶ Present work to clients with clear rationale, strong storytelling, and confidence.

ART DIRECTOR

22squared | Jun 2020 - May 2024

- ▶ Concepted and executed campaigns. Owning visual execution across digital, social, and in-store environments for national brands.
- ▶ Played a key role in brand evolutions and rebrands, helping define new visual languages and scalable design systems.
- ▶ Collaborated cross-discipline to deliver cohesive creative across paid media, websites, and retail.
- ▶ Supported junior designers and art directors through hands-on guidance and creative feedback.

JUNIOR ART DIRECTOR

22squared | Aug 2018 - Jun 2020

- ▶ Supported integrated campaign development through design execution, visual concepting, and presentation design.
- ▶ Assisted in the creation of assets across print, digital, social, and environmental channels.
- ▶ Continued to set increasingly high standards for quality of work.