



Kent Design

Nicholas W. Kent – *design. direction. innovation through collaboration.*

26 Waldron Court
Marblehead MA
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Greetings -

I am currently the Lead Creative Designer at Aila Technologies where I have used my expertise to produce world-class branding, design, and marketing initiatives. My current position has allowed me to create sophisticated cross-channel design solutions that solve the complicated challenge of marketing leading-edge technology and customer engagement platforms.

My role in the world of consumer tech has given me the direct experience of working within a dynamic cross-functional team framework that includes big vision CEO's and CTO's, as well as Developers, Engineers, Product Managers, Marketing, and Sales representatives.

I have spent the vast majority of my career conceptualizing innovative technology and bringing it to the market through physical and digital experiences. I have a proven track record of visually and verbally articulating design solutions across **digital, print, video, e-mail, social media, infographics, white papers,** and even **environmental graphics.** I would be thrilled to be able to contribute my passion for taking an abstract concept and delivering a clear, concise, and beautiful brand experience.

I always welcome a new challenge of creating, managing and executing design strategies that elevate ideas, concepts, and products above the noise of a competitive marketplace.

Kind regards,

Nicholas Kent

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As an experienced and passionate creative professional, I have dedicated my life to visually and verbally articulating design solutions across web, mobile, print, video, e-mail, social media, and environmental graphics. Over the course of my career, I have played a key leadership role in several start-up environments. Through clear, clean design, branding, and storytelling I play an integral part in evolving brands to appeal to enterprise clients and partners like Apple, Rent the Runway, Labcorp, and Marriott. I love being challenged and thrive in dynamic and collaborative environments. When it comes to life in Design, Samuel Beckett said it best, "Ever tried. Ever failed. No matter. Try Again. Fail again. Fail better."

EXPERIENCE

Lead Visual and Creative Designer

Aila Technologies, Natick MA | ailatech.com

April 2018 – Present

Aila's mission is to bring the physical and digital worlds together by creating sleek Interactive Kiosks and pairing them with the most advanced scanning technology. As the Lead Visual Designer, I play an integral role in bringing Aila's leading-edge iOS solutions to the market for applications in the Healthcare, Retail, and Grocery industries. Since joining Aila I have led and managed the evolution of the Aila brand from a scrappy start-up to a polished provider of enterprise-grade solutions.

- Branding and marketing design of leading-edge technology, products and services
- Creating customer-facing assembly manuals, best practice guides and packaging design
- Designing mobile assets and iconography, directing UI/UX
- Creating corporate communications (logos, print collateral, tradeshow graphics, digital assets)
- Design and Art Direction for presentation decks, infographics, blogs and social media outlets
- Art Direction and Design for the Aila brand and website
- Establishing branding and marketing guidelines across all channels

Graphic Design & Marketing Director

RoamingAround / OnVocal, Danvers MA

May 2014 – April 2018 (RoamingAround was acquired by OnVocal, INC in 2017)

RoamingAround developed a Consumer Engagement Platform that allowed organizations to tap into the power of location-based marketing. By working closely with executive leadership and software architects I positioned RoamingAround as an industry leader in location-based consumer engagement and helped secure over \$5 Million in VC funding.

- Created graphics and guidelines to establish our brand and productize our solutions
- Designed, wrote and built websites and establishing corporate communications
- Created branding and messaging for corporate communications and marketing
- Collaborated with executive leadership, sales representatives and product managers
- Authored and placed articles and content in major trade publications and PR outlets
- Created and directed cross channel marketing campaigns and presentation decks
- Established and maintained a social media presence

SKILLS

Adobe CC
InDesign
Illustrator
Photoshop
Flash
XD
Acrobat
After Effects
Premiere Pro
Figma, Sketch
InVision, Zeplin
WordPress
Drupal
Pardot, Marketo
SalesForce
JIRA, Bluebeam
HubSpot
Google Analytics
CAD Tools (AI)
Quark
MS Office
Power Point, Prezi, Keynote
Mac Multimedia
Final Cut
HTML/CSS
E-publishing
Copy Writing
Content Marketing
Illustration
Photography

Design & Media Consultant

AuthorBytes, Cambridge MA

May 2010 – March 2014

AuthorBytes provides clients with a unique blend of industry expertise, custom technology, and a network of proven specialists who help authors promote their books and build their brand.

- Art Direction and Design for multimedia book trailers, book covers and interiors
- Design and create marketing content and social media campaigns for world-renowned authors, such as Alice Hoffman
- Social Media management and content creation

Design Director

Z Restaurant Group, Cambridge MA

September 2006 - November 2010

Graphic Design and branding for the *Z Square Restaurant* chain and *Johnnies on the Side*. Designed advertising, packaging, website, menus and signage of 5 restaurants. Actively participated in the opening of 5 locations.

Environmental Graphic Designer

Roll • Barresi & Associates, Cambridge MA

(Formerly Jon Roll & Associates) September 2004 - September 2006

A Harvard Square design firm with a great deal of experience in environmental graphics, signage and wayfinding, interpretive displays, corporate identity, and marketing communications. Worked directly with the Principals and Associates on all aspects of environmental graphic design projects; from creative design development to detail drawings. Learned to work in a small, deadline driven environment and solve a broad range of design challenges.

Graphic Designer

John Hancock Financial Services, Boston MA

March 2003 - September 2003

Assisted the Corporate Communications design staff on active design projects as well as general departmental organizational duties.

EDUCATION

Northeastern University, Boston MA

BS in Media Arts and Design,
Graphic Design concentration,
Cum Laude

COURSE WORK

Presenting Data and Information
with Edward Tufte

Fundamentals of Animation at
Massachusetts College of Art

INTERESTS

Abstract Painting, Member of the
*User Experience Professionals
Association (UXPA)*,
Rifrakt Artist Collective, *Marble-
head Art Association*

Volunteer Curator for *Jamaica
Plain First Thursday's*

Avid runner and boater on the
surf and turf of Marblehead