ANDREW KERN

Graphic Designer

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SUMMARY

Graphic Designer with a strong focus on campaign concepting and art direction for in-house consumer brands. Experienced in leading visual identities for major product launches across social, paid media, and e-commerce, with deep expertise in DTC, Amazon, and retail ecosystems. Known for building cohesive, scalable campaign systems from concept through execution.

SKILLS

- Art Direction & World-Building
- Visual Identity & Design Systems
- Typography & Layout Systems
- Product & Packaging Graphics

- Social & Paid Media
- E-commerce (DTC, Amazon, Walmart)
- Retail, OOH & Print

- Adobe Creative Suite *(Photoshop, Illustrator, InDesign, Stager, After Effects)*
- Figma

EXPERIENCE

W Labs (W by Jake Paul) — Graphic Designer
November 2024 - Present

- Led creative direction and visual identity for new product and scent launches, owning campaign look and feel across paid social, e-commerce, and retail
- Designed launch assets for Meta, Amazon, Walmart, and DTC, including PDP imagery, ads, and supporting digital content
- Art directed photography and world-building concepts by developing visual systems, briefing photographers, and overseeing execution
- Created physical and OOH assets including national Walmart displays, influencer kits, a Times Square billboard, and a branded RV
- Improved campaign performance through creative testing and iteration, driving stronger audience engagement

Congo Brands (PRIME, Alani Nu) — Graphic Designer
January 2023 - November 2024

- Contributed to the development of PRIME's core visual framework, including typography, color systems, and brand expression still used today
- Designed digital, social, and international assets across multiple consumer brands
- Created design systems and visual frameworks used by motion designers and CG artists to scale video content
- Collaborated on high-visibility projects involving professional athletes, musicians, and creators

EDUCATION

University of Louisville — Graphic Design

- Best of the Best Portfolio Award, 2023
- Michael L. Power Scholarship, 2022