



KERRY BARTON
Creative Director

MY WORK

CONTACT

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OBJECTIVE

Seeking a full-time position in a remote or hybrid (Chicago) capacity that allows me to leverage my passion for design, strategic thinking, and my desire for continuous learning and growth.

EDUCATION

Columbia College
Chicago, IL
Advertising/Graphic Design

Illinois State University
Normal, IL
Fine Arts

SKILLS

- Branding & identity
- Interactive design
- Integrated marketing
- Photography art direction
- Video concept
- Social media marketing
- Environmental branding
- Proficient in Adobe Creative Suite, PowerPoint
- Experience with Figma, After Effects, Firefly

Summary

Throughout my career, I've honed my design and conceptual skills while continuously exploring and implementing innovative techniques and approaches to creative executions for global B2B brands, with a focus on technology, life sciences, and healthcare. Leading by example, I inspire and deliver exceptional brand campaigns and experiential activations. I take pride in fostering a collaborative environment where individuals can grow professionally and find their unique strengths, ultimately contributing to the success of the team and the organization.

Design expertise

My execution approach leverages design as a powerful storytelling tool to enhance and deliver authentic brand messages, driving performance and engagement. I ensure consistency and adaptability across online and offline platforms by grounding each project in a strong concept aligned with the brand's identity. Through close collaboration with cross-functional teams, meticulous attention to detail, and staying current with emerging trends, I create visually striking, high-quality designs that connect meaningfully with audiences.

Collaborative leadership

I lead design teams with a hands-on approach, focusing on creating teaching moments to mentor and inspire my team to showcase their best qualities and talents. By collaborating with global brand leaders, I have gained invaluable insights into building brands that resonate, transcend boundaries, and establish trust. I seamlessly work with a diverse team of marketing leaders and storytellers, including brand strategists, content experts, SEO specialists, UX developers, and motion artists to achieve marketing objectives.

Industry-leading clients

HEALTHCARE & LIFE SCIENCES	TECHNOLOGY & MEDTECH	INDUSTRIAL & MANUFACTURING
AMITA Health Crozer Health Keck Medicine of USC Loyola Mercy Health (Michigan) Optimize Rx Presence Health (now Ascension) Precision Genetics Prisma Health School of Medicine Greenville Solis Mammography Sutter Health	AHEAD Cardinal Health Cleerly Health Doximity Landis + Gyr Molex Phillips-Medisize US Robotics Zebra Technologies	Flexco Kennametal G&W Electric Hallstar INVISTA Koch Industries Mitutoyo Provisur Signode Sterling Westex

Diverse portfolio of work



Experience timeline

Movéo
Chicago, IL

Executive Design Director

Creative Director

Senior Art Director

Life Fitness
Franklin Park, IL

Senior Art Director

Shaker
Oak Park, IL

Art Director

RESPONSIBILITIES

- Facilitate brainstorming sessions and creative reviews involving cross-disciplinary team members such as copywriters, graphic designers, and production artists.
- Develop creative concepts with campaignable elements ensuring extendability, flexibility, and uniqueness.
- Conduct competitive analysis to identify distinctive creative pathways, visual styles, and approaches.
- Provide strategic creative direction for integrated solutions across multiple media channels to maintain brand consistency.
- Interpret briefs to develop and guide insightful creative expressions.
- Lead by example in partnership with Marketing Directors and Creative team to conceptualize brand campaigns, experiential activations, email and social media strategies, and other advertising tactics.
- Oversee that deliverables meet profitability goals, budgets, and timelines.
- Foster career development of staff members, including designers, art directors, and copywriters.
- Participate in creative kick-off meetings with Account Team to achieve clarity and align on strategic direction, roles, and deliverables.
- Build, recruit, and develop a design department of 7 designers, offering over site while fostering a culture of creativity, sharing, and collaboration.
- Direct photo and video shoots to curate original assets for campaign use.
- Ensure client visual and brand standards are met.
- Review the work of Designers and Copywriters, providing direction and improvement suggestions.
- Act as a hands-on creative collaborator, leading by example and executing superior work using the full Adobe Creative Suite.

MY WORK