



Kendall Rae Erickson

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Miami University
BFA in Graphic Design
Marketing Minor
English Writing Minor

AMERICAN GREETINGS
ENDOWED SCHOLARSHIP
Awarded for top portfolio in graphic
design application process.

Technical Skills

Adobe Photoshop
Adobe InDesign
Adobe Lightroom
Adobe Illustrator
Adobe XD
Adobe Premiere Pro
Sketch
Digital & Film Photography
Super 8 Video
Photo Editing
Writing Composition
Social Media
Powerpoint
Keynote

Ralph Lauren

*Associate Art Director — Luxury Collection & Purple Label
November 2021 — present*

Concept and execute strategic 360 seasonal campaigns and projects for the company's luxury brands, Collection & Purple Label. Create and present concept decks to executive leaders. Art direct on-figure stills and videos on set, in collaboration with photographers, DPs, and Creative Director. Direct social-first moments including celebrity shoots, seasonal runway shows, and mini-campaigns. Research and pitch new talent for future campaign shoots, including model casting, photographers, directors, hair and makeup artists, and more. Oversee retouching and color-correction in post and support in layout design for larger print and digital publications, such as Vogue and Harper's Bazaar.

Coach

Graphic Designer — Creative Studio, July 2019 — September 2021

Concepted and executed 360 brand projects and collaborations, including BAPE x Coach, Disney x Coach, and more. Art directed product still photoshoots, both in-studio and virtually. Owned and oversaw the global email marketing program—from initial briefing to conception and final delivery; working closely with cross-functional marketing and e-commerce teams. Designed responsive monthly site uploads for coach.com.

We're Not Really Strangers

Freelance Photographer, February 2021 — May 2021

Photographed NYC-based imagery for the We're Not Really Strangers social media brand. Worked with the brand director to deliver content each week for the internal team to design posts. Shot and directed videos for WNRS to use on their social media bases, including both Instagram and TikTok.

Anthropologie

Art Department Intern, June 2018 — August 2018

Created omni-channel visual content using mediums such as watercolor, ink wash, paper-cutting, and photography. Owned the conception, design, and production of the 2018 Holiday Hat/Scarf Gift packaging, which was available for purchase in-stores and online.

DSW — Designer Shoe Warehouse

Digital Design Intern, June 2017 — August 2017

Designed digital content for web advertisements, social media launches, and e-mail marketing blasts. Presented ideas to several executives and worked alongside Creative Directors to concept larger campaign ideas, including Holiday 2017.

Muir Graphics

Print Design Intern, June 2016 — August 2016

Designed advertisements and visual content for local companies and school systems. Modernized company's social media outlets by creating new accounts for Twitter and Instagram and reworking existing platforms. Experimented with different printing techniques and learned the technology behind them. Photographed updated headshots for the company website and brand.

Kendall Rae Photography

Founder/Creator, January 2014 — present

Own and operate my personal photography business with over 50+ clients throughout the last several years. Photograph portraits, fashion, and weddings with a natural-light focus.