



# Todd Kennedy

## Design and Illustration

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Creative Graphic Designer with an Illustration background and twenty years of experience in the professional design field. Proficient in all phases of design and execution and able to design, develop and deliver complete solutions in a team environment. Skilled in a variety of design and internet publishing software including Adobe CS.

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### **Popgun Design** Art Director February 2008 - February 2014

Art Director for Popgun Design. Developed packaging, established branding and subsequent collateral for clients such as Electronic Arts, Mattel, Disney Studios and Ubisoft. Oversaw the brand evolution of one of the best selling PC games of all times; EA's "The Sims 3". Building on the success of the Sims 3 developed the next evolution of the Sims brand "The Sims 4". Collaborated on the EA sports lines including Madden Football, FIFA, NBA and MMA. Managed projects from concept to production with internal studio staff, external contractors and client liaisons for traditional media and electronic based delivery.

- Solidified the initial commercial success of The Sims 3 through branding materials, key art illustration and innovative packaging.
  - Continued the success of the Sims 3 for the life of the brand with multiple expansion packs, marketing materials and successful sub-brands from 2009 into 2014.
  - Spent a year long "discovery period" developing the next evolution of the Sims brand aptly named "The Sims 4". Established the initial Brand characteristics including Logo identity, color palette, typography and illustration look.
  - Built and tested an initial Sims 4 design pipeline to streamline the creation of marketing assets. Resulting in faster asset creation and delivery into a changing digital advertising medium.
  - Worked with the Mattel company to re-invigorate and reposition the Matchbox children's toy line. Established the look and brand identity for the line. Created an illustration look for the toy product on packaging and marketing collateral.
  - Developed multiple "single-release" video game packages for Disney Studio's "Epic Mickey" and Ubisoft's "Drawsome Artist" among others.
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### **Gap Inc. Old Navy** Senior Graphic Designer August 2005 - August 2007

Senior graphic designer for the Old Navy Boys line. Created seasonal apparel graphics and worked with the product designer to establish the overall look of the line. Recruited and mentored freelance talent for the execution of the line. Traveled extensively throughout the US and Europe to discover and incorporate new techniques or ideas into the line.

- Created seasonal graphics for the Old Navy Boys apparel line which were then presented to the VP of Design and then to the President of Old Navy.
- Seasonally researched different markets including New York, London & Paris. Successfully incorporated found research into the look of the line. Discovered and incorporated new design techniques to the benefit of all the design divisions.
- Established successful working design practices for the graphic divisions within Old Navy. Consulted on design software acquisition and implementation.

**the odd studio** Principal  
September 2003-2005

Owner and principal of the odd studio. A multi-disciplinary design studio based in Albany, California. Projects ranging from childrenswear designs for large retailers to web technology implementation for small companies. Clients include EA Games, Mervyn's, Gymboree and Target stores among others.

- Worked with Gymboree designer to originate and create boys spring '05 line for Gymboree stores.
  - Researched and developed next generation in-game iconography for EA Games.
  - Creative and technical consultant for PSY/OPS Type Foundry in San Francisco.
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**MJC Inc.** Director of Design  
June 2001-September 2003

Director of Design for a San Francisco based loungewear company. Job responsibilities included overseeing the development and expansion of the current design department. Managing the execution from design to overseas production of the 25-30 different apparel licenses we maintained for men's, women's and boy's licensed loungewear. Following marketplace, retail and licensing trends to include in the apparel lines. Working with companies such as Coca-Cola, Hasbro, Hershey Foods, General Motors, Dr. Seuss Enterprises, Dreamworks Pictures, and Universal Studios, to name a few, on the correct execution of their ideas and designs in the retail marketplace.

- Company business showed continuous growth from 15 to 25 million dollars over my period of employment.
  - Successfully recruited, trained and managed a design department of seven designers. Identified and added processes and support both computer and non-computer related to accommodate the expansion.
  - Worked successfully and expanded MJC's business with major retailers including Target, Wal-Mart, Sears, Mervyns and Kohls.
  - Awards included a Coca-Cola Circle award for outstanding achievement in 2002 and a Hasbro Licensee of the year award for 2002.
  - Traveled extensively throughout the US with trips to Asia for research, client meetings and design summit's.
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**Esprit de Corp** Art Director Dr. Seuss Division  
December 1998-June 2001, Senior Graphic Designer 1994-1998

Originally the Senior Graphic Designer and promoted to Art Director for Esprit de Corp's Dr. Seuss licensing division. One part of a three person team that was responsible for the Dr. Seuss licensing business. Oversaw the development and approval of Dr. Seuss merchandise for 25 companies with the Dr. Seuss license. Collaborated with Dr. Seuss Enterprises on the design direction and branding for the same companies.

- Designed, developed and deployed [www.SeussWear.com](http://www.SeussWear.com). An e-commerce website launched in 1998 to promote the Dr. Seuss line of apparel and accessories.
  - Designed and implemented internet application [www.Seuss.com](http://www.Seuss.com). A business to business website Launched in May of 2000 and used by Esprit and Dr. Seuss Enterprises to collaborate on tracking and updating licensee submissions and approvals.
  - Created Dr. Seuss Licensing Styleguide. A comprehensive guide including labeling, copyright and trademark usage, character information and appeal, logo usage and artwork catalog of more than 400 design. Used by more than 25 licensed companies to co-ordinate seasonal Dr. Seuss apparel and accessories deliveries.
  - Illustrated original Dr. Seuss characters under the supervision of Dr. Seuss Enterprises for official licensing purposes, greatly expanding the initial offering of artwork. Included in the official Dr. Seuss Styleguide.
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## Education

1992 BFA, Kendall College of Art and Design, Grand Rapids, Michigan  
1990 Associates Degree in Illustration, Lansing Community College, Lansing, Michigan