

CEDRICK KAZADI

SENIOR DIGITAL DESIGNER

PROFESSIONAL SUMMARY

Creative and detail-oriented Visual Designer with extensive experience in fast-paced environments, including startups and agencies. Proficient in Adobe Creative cloud and video editing, with a strong track record of delivering high-quality designs for reports, white papers, events, presentations, and social media posts. Adept at collaborating with cross-functional teams to translate strategy and data points into engaging visual designs.

PROFESSIONAL EXPERIENCE

Senior Digital Designer, 2/2023-Present

The Home Depot - Atlanta, GA (Remote)

- Collaborated with Product, Sales, Marketing, and Engineering teams to design and optimize scalable self-service content creation tools, enhancing user workflows and efficiency.
- Developed interactive prototypes and motion graphics to elevate product marketing strategies across multiple digital platforms.
- Designed engaging social media posts, increasing online engagement by 25%
- Led the adoption of generative AI tools for design workflows, reducing production costs by over \$340k annually.
- Conducted usability testing and incorporated user feedback to refine design systems and improve customer engagement metrics.

Senior Graphic Designer, 2/2019-1/2023

Acuity Brands - Conyers, GA (Remote)

- Designed and managed marketing collateral, ensuring alignment with brand standards and the creative production lifecycle.
- Partnered with cross-functional teams to deliver visually compelling assets that supported product launches, resulting in a 20% increase in market visibility
- Introduced innovative tools and methods to streamline creative processes, improving delivery times by 30%.
- Conducted user research and applied findings to craft solutions that resonated with diverse customer bases.
- Facilitated workshops to promote design thinking across teams, fostering a culture of innovation and collaboration

Graphic Designer, 10/2016-11/2018

Vanco Payment Solutions - Atlanta, GA

- Led a collaborative team with in-house and outsourced personnel for cohesive design projects, aligning with brand goals.
- Oversaw contractor management for all design and video needs.
- Contributed to SEO efforts through keyword optimization and goal setting.
- Worked with the development team to ensure seamless transition of designs into code.

Graphic Designer Specialist, 12/2012-10/2016

Fusion Cloud (formerly Birch Communications) Marietta, GA

- Reduced costs by 12% while maintaining high-quality design and development of communication materials.
- Conceptualized and created digital assets like e-books, online banners, and sales materials, strengthening the company's brand.

CONTACT

Portfolio: Kazadidesigns.com

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Grayson, Georgia

CORE COMPETENCIES

Design Skills:

Branding, Web Design, Motion Graphics, Video Editing, Typography, User Experience Design, Prototyping

Technical Skills:

Generative AI Integration, HTML & CSS, Responsive Web Design, Animation

Project Management:

Vendor Relations, Project Coordination, Workflow Optimization

Software Proficiency:

Adobe Creative Suite (Photoshop, Illustrator, InDesign, Dreamweaver, After Effects, Figma, Microsoft Office Suite (Word, Excel, PowerPoint), Content Management Systems (HubSpot, Salesforce Pardot, Workfront, Ceros)

EDUCATION:

Associate of Arts in Graphic Design

The Art Institute of Atlanta, GA

Certificate in User Experience Design

General Assembly, Atlanta, GA