

Grace Kennedy

DESIGN STRATEGIST

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PROFESSIONAL SUMMARY

Design Strategist and creative leader with 7 years of experience translating complex business and brand challenges into clear, human-centered visual narratives. Skilled in design thinking, visual strategy, and workshop facilitation, with a track record of leading design teams, shaping brand systems, and pairing strong visual craft with strategic thinking to drive decision-making across Fortune 500, global consulting, government, and entrepreneurial environments.

PROFESSIONAL EXPERIENCE

Design Strategist, LINK | San Diego, CA 2026–Present

- Partner with federal government clients, engineers, and cross-functional teams to translate complex information into clear, actionable insights through visual storytelling and design thinking
- Apply Human-Centered Design (HCD) methodologies and visual mapping to co-create data-informed narratives that support decision-making across diverse stakeholder groups
- Lead workshops, design sprints, and co-creation sessions that align stakeholders, surface insights, and advance strategic outcomes
- Develop visual frameworks, journey maps, and decision-support tools that transform research, analysis, and technical complexity into compelling visual concepts
- Synthesize mixed-method user research into strategic recommendations that influence product, service, and program direction

Co-Founder & President of Creative, Mustang Mediaworks | San Diego, CA 2025–Present

- Co-founded an independent marketing and design agency, leading all creative strategy and hands-on design execution in-house
- Partner directly with clients to understand business objectives, strategize on brand and marketing needs, and translate them into visual solutions
- Design and deliver brand identities, websites, and integrated content, maintaining full ownership of the creative process from concept to launch
- Build scalable creative systems and workflows that support client growth while continuing to sharpen hands-on craft across brand, digital, and web

Art Director, CBRE | Dallas, TX 2025–2026

- Led and managed a team of five designers, establishing creative direction, visual standards, and brand governance across the organization
- Art directed high-impact marketing and brand materials that supported new business pursuits and client acquisition across Fortune 500 and enterprise accounts
- Partnered with senior leadership to align creative strategy with market positioning, differentiation, and business objectives
- Built and implemented scalable workflows and design systems that improved efficiency, clarity, and consistency across all creative work
- Mentored and developed designers through ongoing feedback, coaching, and fostering a connected, high-performing team culture

PROFESSIONAL EXPERIENCE, CONT.

Associate Art Director, CBRE | Dallas, TX2024–2025

- Led concept development and execution for high-impact marketing and branding initiatives, raising creative standards across the team
- Oversaw projects from strategic concept through final delivery with a focus on quality, consistency, and stakeholder alignment
- Defined visual standards through hands-on work that influenced the team’s creative direction and output
- Proposed and implemented process enhancements to streamline design workflows and improve efficiency

Brand Designer, Bain & Company | Dallas, TX2022–2024

- Designed and executed global brand and marketing campaigns across print, digital, paid, and social media
- Contributed to enterprise-wide initiatives and leadership communications, collaborating with a dynamic global team to ensure seamless communication and cohesive outcomes
- Translated strategic messaging into visually captivating designs that elevated brand presence across channels

Presentation Design Coordinator, Bain & Company | Dallas, TX2021–2022

- Designed executive-level presentations, digital assets, infographics, illustrations, and editorial layouts for consulting teams
- Partnered with consultants to translate complex analysis into clear, visually compelling narratives for client-facing deliverables

Presentation Design Associate, Bain & Company | Dallas, TX2019–2021

- Supported high-volume presentation and design needs for consulting teams across global offices
- Built foundational design craft through exposure to a wide range of industries, audiences, and executive-level communications

EDUCATION

Georgetown University Master of Design Management & Communications	Southern Methodist University B.A. Corporate Communications & Public Affairs B.A. Art History Minor: Graphic Design
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CORE SKILLS

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| – Design Strategy | – Brand Strategy & Development | – Stakeholder Collaboration |
| – Design Thinking | – Creative Leadership | – Cross-Functional Partnerships |
| – Human-Centered Design | – Team Management | – Project & Workflow Management |
| – Visual Storytelling | – Design Mentorship | – Adobe Creative Suite (Illustrator, InDesign, Photoshop) |
| – Information Design | – Design Systems | – Figma |
| – Workshop Facilitation | – Visual Identity Systems | |
| – User Research | – Editorial & Print Design | |
| – Service & Experience Design | – Digital & Social Design | |