# CAITLIN (KITTY) KENNEDY

**SENIOR VIDEO PRODUCER • CREATIVE STRATEGIST • MOTION DESIGNER**

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## PROFESSIONAL SUMMARY

Multidisciplinary producer and designer with 7+ years of experience developing B2B campaigns, customer-facing video, broadcast creative, and motion graphics. Leads projects from stakeholder discovery and scriptwriting through shoots, design, animation, editing, and delivery. Brings hands-on expertise across global logistics, aerospace, enterprise technology, and commercial media, including two periods serving as acting lead for Expeditors' Digital Media team.

## CORE CAPABILITIES

Creative strategy & production: Stakeholder discovery, messaging, scriptwriting, storyboarding, video producing, camera and audio operation, editing, product storytelling, multi-channel delivery.

Design & research: 2D/3D motion graphics, illustration, visual design, brand assets, audio mixing, UX research, interviews, usability testing.

## PROFESSIONAL EXPERIENCE

**EXPEDITORS INTERNATIONAL |** Motion Graphics Designer (Video Production & Creative Strategy)

May 2022 – November 2026 | Seattle, WA

- Owned end-to-end creative projects for global B2B stakeholders, from intake meetings and product research through concept development, scriptwriting, production, animation, editing, and final delivery.
- Translated complex logistics services and product information into accessible marketing videos and supporting campaign materials.
- Served as acting lead for the Digital Media team on two occasions during manager absences, helping coordinate priorities, stakeholder communication, and production continuity.
- Independently designed illustration and motion assets while also shooting video, recording audio, developing templates, and producing deliverables for events, web, and sales teams.

**BLUE PLATE DIGITAL |** Senior Digital Media Specialist

August 2020 – May 2022 | Seattle, WA

- Designed and edited television commercials, digital campaigns, arena promotions, and social video for local and national audiences.
- Produced print and outdoor campaign creative, working with stakeholders to maintain consistent brand stories across formats; mixed music, voice-over, and sound effects.

**SPACEFLIGHT |** Digital Media Designer (Contract)

July 2020 – June 2023

- Collaborated with engineers, mission managers, and marketers to develop animated explainers, infographics, mission badges, and launch communications.
- Supported on-location video production and promotional photo editing.

## ADDITIONAL CREATIVE EXPERIENCE

**HIGHSPOT |** Motion Graphics Specialist (Contract)

September 2018 – March 2022

- Designed and animated product explainers, branded social videos, and a suite of motion graphics for headquarters displays; edited live-action material for digital events.

**CAKE KITTY DESIGN / NEDYKEN PRODUCTIONS |** Freelance Visual Designer & Animator

February 2018 – Present

- Provide independent freelance design and motion graphics services through Cake Kitty Design, and collaborate on video productions through Nedyken Productions; projects include branding, explainers, product-launch assets, and presentations.
- Support client and collaborative productions with illustration, animation, storyboarding, editing, and on-set lighting, props, audio setup, and styling. Selected collaborators and clients include LeoStella, SEOPS, Pyramide Productions, and XPath Media.

**EVERLY |** UX Researcher (Contract)

April – May 2019

- Planned and conducted surveys, user interviews, and usability testing; synthesized findings to inform design iterations.

## EDUCATION

General Assembly — UX Design Immersive, Seattle

Bellevue College — Associate of Arts, Digital Media Arts (Motion Graphics, Animation & Web Design)

## SELECTED TOOLS

Adobe After Effects, Premiere Pro, Illustrator, Photoshop, Audition, InDesign, Lightroom, Media Encoder; Final Cut Pro; Adobe Express; Microsoft 365.

## SELECTED STRENGTHS

Complex-product storytelling • Cross-functional collaboration • Script-to-screen ownership • Motion graphics and illustration • Stakeholder communication • Acting team leadership

Portfolio: cakekitty.com | Selected projects and role-specific credits available online.