

ANDREW KAIKO

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A passionate and driven **creative associate** and **digital designer** based in New York City! Has worked in both branding and advertising industry fields with a proven track record of delivering high-impact creative solutions for prominent brands across various industries.

PROFESSIONAL EXPERIENCE

Lead Designer 2022-present

- * Lead for short-term digital communication projects, storyboarding, and even a Youtube channel with around 25 members.
- * Hired and led remote teams of colleagues with dedication, clarity, diligence, and respect.

Creative Director

VMLY&R 2018- 2022

- * Valuable asset to the CANNES Lions e-commerce conglomerate's New York branch, leading them to land 35 nominations at CANNES in 2019. Strove under pressure with tight deadlines, like completing 30 sketches in three hours for Ford at one point.
- * Survived three corporate company mergers as colleagues vouched for my essential qualities, contributing to boosting sales by 10% at Pepperidge Farms for one year.
- * Prepared web-ready assets for B2B and SaaS global implementation, covering banner ads, social media videos, copy posts, and preliminary prototypes.
- * Collaborated closely with clients, project managers, and internal teams to understand objectives, gather feedback, and delivered creative solutions that consistently met or exceeded client expectations.
- * Managed multiple creative pitches simultaneously, ensuring timely delivery and adherence to brand guidelines and project specifications, even under intense deadlines.

Junior Designer

Geometry Global

- * Learned web and mobile publishing with Google Ads and other services like Mikmak. Created cohesive designs for Campbell's, Snyder-Lance, CoverGirl, Ford Lincoln, Pfizer, and others, applied across 360 marketing.
- * Newly-trained duties included storyboarding, print and web design, poster design, video editing, and illustration for mobile games, interactive storybook apps, UI, UX, store display, pitch reels and client reels to meet client expectations.
- * Was able to work autonomously and collaboratively in a fast-paced environment with strong attention to detail and a commitment to high-quality output.

Animator

G2

- Started on Pepperidge Farm's "Goldfish Tales" campaign, spearheading the unique world of Goldfish "Finn & Friends" ad campaign translated for use on web and mobile.
- Guided the look of the beautiful CGI-animated TV commercials of the "Finn & Friends" family franchise into banner ads, storyboards, B2B reels, Amazon page prototypes, case studies, and website sizzle reels.
- Created up to 80 digital interactive motion graphic illustrations for the "Finn & Friends Mysteries" storybook series for the iPad. The series teaches valuable lessons about problem-solving, facing fears, and cooperation.

AWARDS

"Orbis Park" animated short, 1st for Excellence In Design, ASIFA-East Awards

EDUCATION

Rhode Island School of Design | BFA Illustration and Film / Animation / Video

INTERPERSONAL SKILLS

Dedicated

Go-Getter

Curious

Visionary

Attentive

PROFESSIONAL SKILLS

Motion Graphic Design

Illustration

Advertising

Animation

Brand Design

Storyboards

Video Editing

Visual Development

Graphic Design

TOOLS

Adobe Suite

Keynote

Google Slides

Microsoft Word

Microsoft PowerPoint

ToonBoom Harmony

ToonBoom Storyboard Pro

Clip Studio Paint

Discord

Microsoft Teams

Slack