

METHODOLOGICAL
HELL-BENT
SWISS ARMY KNIFE-ESQUE

I'm a creative director named Kingsley Spencer. I'm from Florida.

A child of the late 80's—I've been making
visuals and solving problems with awesome
people since the turn of the century.

Happy to work on any project that makes
the good things, good.

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Professional Experience

CREATIVE DIRECTOR

Adjective & Co. | October 2013 – Present (7+ yrs) | Jacksonville Beach, FL

My primary role is to lead, facilitate and manage all design, brand development and campaign executions. Daily, I direct a team of 4-8 through creative brainstorming and critiques, collaborating to develop creative strategy and media plans, art directing, pixel-pushing, copy writing, photo-taking, campaign conceptualizing, UX defining, website building and, usually, leading pitch presentations and client meetings.

All that for brands big and small: Gatorade, New York Islanders, ICEMULE Coolers, Whalebone Media, MAYO Clinic, Jacksonville Jaguars, various tech and B2B brands, local and international events and even a handful of wonderful mom-and-pop clients.

WEB DIRECTOR & EDITORIAL DESIGN CONTRIBUTOR

Whalebone Media | April 2015 – Present (4+ yrs) | Jacksonville Beach, FL & Montauk, NY

Designed and launched both the editorial and eCommerce sites for the brand, from architecture to design to optimization. I'm also responsible for collaborating with the media and shop teams to upkeep and train contributors on both Wordpress sites. I've also contributed magazine design, editorial layout and illustrations to the multi-National ADDY winning print magazine.

Collabed with these brands along the way: Google, Seagrams 7, Bill Murray and YETI.

SENIOR DESIGNER & WEB DEVELOPER

Void Creative | October 2012 – February 2014 (1.5 yrs) | Jacksonville Beach, FL

Managed all design and development projects for the marketing agency division of Void Magazine. Mainly responsible for all Wordpress development and design, content creation, proposal writing and dev, art direction, and managing a small remote development team.

GRAPHIC SPECIALIST & MARKETING DIRECTOR

Minuteman Press Jacksonville | January 2012 – September 2012 (9 mo) | Jacksonville, FL

Worked in the graphic design, pre-press, and digital printing department where I was responsible for ensuring all jobs made it to press in one piece while ensuring quality standards.

ART DIRECTOR & PRE-PRESS OPERATOR

Quality Images | May 2010 – December 2011 (1.5 yrs) | Jacksonville, FL

Skills

ADOBE CS EXPERT, TYPOGRAPHIC GEEK & LOVER OF CREATIVE THINGS

It's a big list, but I can best describe my skill set as being an expert in turning thoughts into visual languages of all types. Full Creative Suite expertise, with a working knowledge of After Effects and Premier. Familiarity with Sketch, TouchDesigner, Processing, LiveHome 3D, Google SketchUp and a slew of photo software and equipment. Plus a background in fine art, printmaking and carpentry.

DEVELOPER, RESEARCHER & ANALYST

Skilled with HTML5/CSS3/JS, responsive email design and dev, expert with Wordpress and Squarespace, and a working knowledge of PHP with some Shopify-specific knowledge of Ruby. AWS, GIT, marketing automation platforms, Google Analytics, AdWords & Mailchimp.

LEADER, TEAM-PLAYER & HAPPY COLLABORATOR

Aggressively efficient, infinitely patient, process-oriented and a fairly friendly realist—or so I hear. I've worked with, and led, teams of all varieties using Google, Mac and Microsoft Suites, Slack, Asana, GatherContent, monday.com, Teamwork and even Basecamp.

Education

UNIVERSITY OF NORTH FLORIDA

Bachelor of Fine Art | Major in Graphic Design & Minor in Printmaking | 2010 Grad

Awards, Achievements & Honors

26 Gold and 18 Silver ADDY Awards since 2015—including 2018 and 2016 AAF Jacksonville Best of Show. Once earned "One of the Best Posters of the #Occupy Movement" by FastCo.