

KENDRA BERNARD

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Introduction

In the constantly advancing fields of design and technology, I have the technical knowledge and creative capacity to develop and implement intuitive, user-centered products that effectively communicate to relevant audiences.

I am a quick learner, precise in what I do, and keen to grasp the concept at hand before jumping in. I enjoy both the planning and development phase of a project, and find great value in sprawling conversations that inspire creative collaborations.

I habitually seek to improve myself and my work, and value constructive criticism and differing opinions as they often offer new perspectives.



I am direct but tactful, helpful whenever I see an opportunity, and highly trusted by colleagues and management alike.

Current role

Application Support (Permanent)
Digital Marketing Executive (Contract)
Auckland Regional Public Health Service

Jan 2017 - present

Auckland, New Zealand

Worked with vendors, IT support, and end users to support quality improvement and development of applications and websites.

Developed and implemented staff training and documentation related to new digital technology.

Designed graphic material: 5-year strategic plan, advertising and collateral for internal events, and social media graphics.

Engaged with the Auckland population through social platforms to promote health and wellbeing, to prevent the spread of illness, and to reduce inequities.

Competencies

Quality oriented - Customer focused - Collaborative - Communicator - Self-aware - Adaptable

Skill set

Web

SharePoint, NCTS, SilverStripe (CWP), CSS, HTML, Wordpress, Google Analytics

Productivity software

Word, Excel, Visio, PPT, Outlook

Communication and Design

Microsoft Teams, Zoom, MailChimp, SurveyMonkey, InDesign, Illustrator, Adobe PDF

Operating systems

Mac OS, Microsoft Windows

Education

Sept 2004 - 2008

McMaster University

Hamilton, Canada
Honours B.A.

Multimedia and English, completed with Distinction
Dean's Honours List ('06 - '08)

Jan - Jun 2007

Leeds University

England, United Kingdom

Student Exchange Program

References

Available upon request

Visa

New Zealand Resident Visa

Professional experiences

Art director and designer, AsiaLIFE Magazine

Oct 2014 - Aug 2015; permanent

HCMC, Vietnam

Improved the monthly publication with a high standard of layout design, content formatting and print proofing.

Collaborated with writers and photographers to develop engaging story and photo concepts.

Organised and directed photoshoots.

Production and artistic manager, Innovo JSC

Oct 2013 - Jun 2014; permanent and consultation

HCMC, Vietnam

Managed and coordinated design, print production and marketing/content teams.

Enhanced company and client websites and publications by developing contemporary designs fit for purpose and audience.

Wrote and edited promotional text, articles, and client content.

Design and marketing assistant, DWG Realty Advisors Inc, Brokerage

Sept - Oct 2013; contract

Mississauga, Canada

Created company branding (logo, brochures, catalogues, newsletters).

Developed marketing tools (SIOR, Postal Walks, GoDaddy ExressMail, and others), and consulted on social media platforms to improve Company reach.

Global reporting analyst, Standard Life Investments

June - Nov 2012; contract

Edinburgh, Scotland

Created client reports, fact sheets and key investor information documents according to specific corporate branding and style guidelines.

Ensured timely completion and delivery through efficient collaboration and communication.

Desktop publisher, Scottish Qualifications Authority

Feb - Apr 2011; Jan - May 2012; contract

Edinburgh, Scotland

Reformatted exams, with keen attention to detail, for special needs students according to specifications outlined by the educational authorities of Scotland.

Communications assistant, ACT Alliance/ACT International

Aug 2009 - Dec 2010; June - Oct 2011; internship and contract

Geneva, Switzerland

Managed website: edited and published press releases, reports, case studies; maintained digital resources for efficient searching.

Supported internal and external staff with IT solutions for Microsoft Office Suite and conference calls.

Contributed to the first annual international assembly in Africa for ~200 members: design of event collateral; on-call design and IT solutions during sessions.

Media arts specialist, Thinnox Design Academy

July 2008 - July 2009; permanent

Mississauga, Canada

Enhanced the academy's profile with digital and print material (advertisements, interactive graphics, and academy and client websites); and maintained annual course catalogue.

Taught graphic and web design to students aged 6 to 50.

Layout designer (freelance and volunteer), Norsk Kulturhusnettverk, British Business Group Vietnam, Summa Education, Startup PR, Dobra Chocolate, Transposition, Arts for Mobility

Nov 2014 - Dec 2018; on-call and contract International

Collaborated with directors, writers, marketing staff and teachers to create engaging graphic material used in events, branding, conferences and sales.

This freelance work required effective time management, cultural understanding, an openness to change and ambiguity, and constant relationship management.