Kendall Bessette

Graphic Designer & Visual Communication Specialist

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Colorado National Monument Association

Visual Information Specialist

November 2024–present

- Key creative partner and project manager at the park, handles design and layout from concept to delivery, liaison between park and vendors and printers
- Led overhauls of the park's interpretive signage and trailheads, improving while ensuring alignment with organizational guidelines
- Partnered with the interpretive team to produce Spanish-language educational booklets and update signage for accessibility.

Oregon Museum of Science & Industry

Experience Development Assistant

April 2025–July 2026

- Collaborated with senior creatives and back-end developers to design executive-level presentation templates and UI interfaces. Streamlined asset organization and updated legacy graphics to drive sales engagement.

NPS, Colorado National Monument

Visual Information Specialist Intern

December 2023–July 2024

- Researched, wrote, designed, and illustrated a mental health workbook for middle school students in collaboration with interpretive teams and mental health professionals.
- Developed visual identities and educational materials including signage, waysides, brochures, and flyers that adhered to NPS guidelines and enhanced user accessibility.
- Produced Section 508-compliant digital content using CommonSpot, ensuring inclusive PDF documents and online materials for diverse audiences.

Colorado Mesa University

Production Room Assistant

January 2024–May 2024

- Operated and maintained large-format printers, including Epson P9000 and Epson 7900.
- Prepared print-ready files, ensuring correct sizing, resolution, bleed, and color profiles for production.

Graphic Designer, Marketing & Communications Office

August 2022–November 2023

- Applied advanced typography, layout, and color theory to design 50+ brand-compliant print and digital assets monthly, including complex long-form documents such as class catalogs.
- Oversaw end-to-end production from concept through delivery, directing photoshoots, editing video, and preparing print-ready files for press.
- Managed multiple concurrent projects from brief to production with meticulous attention to detail, balancing stakeholder feedback, vendor relationships, and firm deadlines while developing reusable brand templates and digital asset libraries.

Warren Tech

Graphic Design Technician Intern

June– August 2019

- Designed and produced internal and client projects including banners, stickers, wall murals, vehicle wraps, etc.

Education

Colorado Mesa University,
Bachelor of Fine Arts in Graphic Design

August 2020 – May 2024

- Summa Cum Laude (4.0 GPA)

Warren Tech Central, Graphic Design

August 2018 – May 2020

Minneapolis College of Art & Design

Summer 2019 (Pre-College Summer Semester)

Freelance & Contract Projects

- **Aloe Care Health with Oh Hi Hello (OHH)** *(May 2026)*: Consolidated, simplified, and re-designed previous long-form print materials into a more concise and clear guide for smoother comprehension and cheaper printing costs.
- **Expedia (OHH)** *(March 2026)*: Executed asset acquisition workflow: located, verified, and downloaded high-resolution video footage according to the brief of the video project.
- **Tavistock (OHH)** *(January 2026)*: Create two sets of digital ads for web and social media for the client's campaign for their Sunbridge and Lake Nona homes. Collaborated with the copywriter, creative director and motion designer at Oh Hi Hello using Figma.
- **Colorado Mesa University** *(August 2024 & August 2025)*: Created branded promotional materials, including logo design and screen-printed assets.
- **Coat Angels** *(April 2023)*: Created brand identity and guidelines, including logo design.
- **Moonstone Quill** *(August 2023)*: Designed promotional posters for performances.
- **LiveNation** *(Spring 2023)*: Designed large-format printed banners for Country Jam Colorado.
- **Bonsai Design** *(Spring 2023)*: Delivered t-shirt designs and production assets.
- **Riverside Education Center** *(Summer 2022)*: Presented six logo options, collaborating with directors for final selection.

Activities

Organizations

- Elected Co-President of Colorado Mesa University's design club 2022– 2023 which required extensive planning of events and organizing. Club's Social Media Manager 2021-2022
- Layout designer and illustrator for Horizon Magazine's Fall 2020, Spring 2021, and Spring 2022 editions.
- Vice President of AIGA Red Rocks Community College chapter during the 2019–2020 school year.

Workshops/Conferences

- Attended Brand New conference Chicago, IL 2023 and Austin, TX 2022, and Under Consideration's 2023 First Round in Denver, CO

Skills

- Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects, Premiere Pro), Canva, WordPress, CommonSpot, Sharepoint, Microsoft Office, PowerPoint, Figma, monday.com, Slack, template maintenance, digital asset libraries, brand governance
- Social media content creation, video content creation and editing, motion graphics, animation, web design, UI/UX
- Project management, branding, photography, copywriting, Section 508 compliance, accessible PDF creation, traditional and digital illustration