

# SHERI KENNEDY

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## ARTIST ▪ EDUCATOR ▪ GRAPHIC DESIGNER

Educator / graphic designer with over 20 years of broad-based experience in teaching, graphic design, and project management. Skilled at employing the creative process, humor, and collaboration. Able to create environments for individuals and groups to innovate and solve problems.

### Areas of Expertise

- Curriculum Design
- Group Facilitation for Creative Problem-solving
- Innovation Agent
- Training
- Graphic Design
- Branding
- Art Therapy
- Writing

### Technical Expertise

- Illustrator
- Photoshop
- InDesign
- QuarkXPress
- Dreamweaver
- PowerPoint
- Some HTML
- Microsoft Office
- Microsoft Access

## TEACHING EXPERIENCE

"THE NEXT IDEA CREATIVITY CONFERENCE," New Lebanon, NY 2007-Present

### Facilitator

Facilitate adult learning workshops such as "Creative Transitions," "Letting it Happen' through Paint," and "Rediscovering Your Child-Like Buddha Mind" designed to unblock creative thinking.

"HEALING THROUGH ART," Lowell General Hospital, Drum Hill, MA 2006-Present

### Facilitator

Teach acrylic painting classes to cancer survivors and their caregivers through LGH Cancer Center. Integrate mind-body techniques, yoga, tai chi and meditation for additional healing and immune system support.

ART-THINK, Sole Proprietor, Watertown, MA 1993-Present

### Creative Education Professional

Established to promote the power of creativity. Offer workshops and consulting as well as the sale of original art and design services. Provide skilled art direction from concept to completion. Clients include individuals, small businesses, education, manufacturing, biotech, financial, and business consulting.

- Taught beginner and multi-level acrylic and watercolor painting classes to adults. Courses promoted individual development and integrated mind/body techniques for relaxation and focus. Courses offered at Cambridge Center for Adult Education, Lowell General Hospital Cancer Center, and Pelham Art Center.
- Designed curriculum for and taught visual art classes, including "Reboot Your Creative Hard Drive," "Creativity for Healthy Transitions," and "Arts on a Shoe-String." Taught adults and children about art-making and allowed them to experience the personal power that comes from taking a risk and succeeding.
- Developed and implemented teacher/trainer curriculum for arts education.

CHURCH OF THE GOOD SHEPHERD, Acton, MA 2004-2005

### Artist in Residence

Designed creative experiences for members of this self-described "Spiritual Oasis in the Woods." Curriculum engaged parishioners of all ages through participatory activities. Community mandala quilt project drew more than one hundred participants of all ages.

MIT SLOAN SCHOOL OF MANAGEMENT 2003

### Co-Presenter - Creativity and New Product Design Workshop

Co-created and presented a workshop with MIT professor Dan Ariely for Sloan students to explore creativity and innovation using artistic and systematic methods.

EMERSON COLLEGE, Boston, MA 2000

**Adjunct Faculty**

Taught "Intro to Visual Art" course to 30 undergraduate communications students. Developed curriculum and exams, led field trips to museums, and hired guest artists.

THOMPSON ISLAND OUTWARD BOUND EDUCATION CENTER, Boston, MA 1999

**Visiting Artist**

Designed and taught three 1½-hour art sessions titled "Who Am I? Drawing from Nature" for 30 adolescent girls as part of the Connecting with Courage summer program.

CAMBRIDGE MULTICULTURAL ARTS CENTER, Cambridge, MA 1998-1999

**Curriculum Designer**

Internship to co-develop and implement curriculum for Youth Jamn!, a pilot teacher-training program for young dancers. Collaborated with a professional dancer and CMAC staff.

## GRAPHIC DESIGN EXPERIENCE

ART-THINK, Sole Proprietor, Watertown, MA 1993-Present

**Graphic Designer**

Established to promote the power of creativity.

- Provided art direction and design to produce high-quality brand packages, logos, presentations, advertisements, and illustrations.
- Designed curriculum, training materials, brand guidelines, work instructions, and standard operating procedures for creative teams and their customers.
- Identified and implemented design department process improvements to streamline and improve consistency.

BIOGEN IDEC, Cambridge, MA 2007-2012

**Senior Specialist, Label Development - Global Operations**

Led clinical and commercial label and packaging development activities to meet FDA and international regulatory requirements. Represented Label Development on cross-functional teams with Marketing, Commercial, Clinical, Manufacturing, and other groups in Supply Chain. Learned and exercised Current Good Manufacturing Practices.

- Led internal innovations to standardize packaging components and label templates and to bring package insert updates in-house. Innovations led to increased productivity and quality and reduced cost.
- Identified outside resource and online training tool to achieve three-month Illustrator to InDesign conversion.
- Conceptualized and managed creation of database tool for department tracking and metrics reporting. Trained colleagues on how to use the tool.

SHAWMUT DESIGN & CONSTRUCTION, Boston, MA 2006-2007

**Graphic Designer - Marketing**

Designed covers, layouts, and graphics for proposals and marketing packages. Created complex site plans to illustrate project logistics. Produced presentation-ready boards and support packages with accuracy and speed.

PALLADIUM GROUP, INC., Lincoln, MA 2006

**Event Coordinator - Graphics**

Managed the creation, production and sourcing of signage, presentation and print materials for international conferences. Worked cross-functionally with management, marketing, service area and production teams.

MILLENNIUM PHARMACEUTICALS, INC., Cambridge, MA

2000-2005

**Senior Graphic Designer - Creative Services**

Served as an active, innovative member of a small creative team serving diverse internal and external needs.

- Designed and produced graphics for print, on-screen, and web, such as posters, novelty items, presentations, and brochures. Supported internal and public relations, clinical, business, and legal groups.
- Provided art direction to help internal project administrators and vendors meet identity guidelines.
- Actively assisted branding team in development of new logo, brand, and identity materials.
- Co-developed curriculum and co-taught training courses in brand usage for administrative professionals.
- Documented, streamlined, and trained others in department procedures.

CENTER FOR QUALITY OF MANAGEMENT, Cambridge, MA

1997-1998; 2000

**Graphics and Production Coordinator**

Independently managed graphics department and web page for this 30+-employee, international non-profit management training organization.

- Developed new and revised course materials in collaboration with course facilitators. Produced stationery, marketing, and course materials: design, layout, pre-flight, QC, and print buying.
- Managed electronic document library of course materials used by five international chapters and over 100 member organizations. Streamlined system for ordering course books. Created and maintained visual standards.
- Webmaster for organization website: updated calendar, created chapter and news item pages.
- Tracked busy production schedule for marketing and education departments. Estimated print jobs. Led organization to cost reduction and greater efficiency in course material production systems.
- Managed freelance and temporary help, printers, and other vendors.

BUNKER HILL COMMUNITY COLLEGE, Charlestown, MA

1999-2000

**Graphics Assistant**

Assisted in designing and publishing college brochures, manuals, invitations, and advertisements. Published weekly Charlestown and monthly Chelsea branch newsletters.

RENAISSANCE SOLUTIONS, INC., Lincoln, MA

1994-1997

**Graphics Specialist**

Aided the growth of RSI in its transition from a 35-employee, private management consulting company to a 350+-employee, publicly-traded firm through development of corporate image materials, production of a Roadshow presentation, and help with recruiting efforts.

- Created graphic presentations, 35mm slides, Internet graphics, and on-screen slideshows.
- Designed and managed printing of marketing collateral and corporate stationery.
- Assisted manager with workflow management and supervision of production staff.

**E D U C A T I O N****Ed.M.**, HARVARD GRADUATE SCHOOL OF EDUCATION, Cambridge, MA

Concentrated studies in Art in Education and Experiential Education.

**BFA** in Graphic Design, *magna cum laude*, THE UNIVERSITY OF CONNECTICUT, Storrs, CT

Golden Key National Honor Society; Arthur Evans Purchase Prize (1990)

**I N T E R E S T S**

- Painting, piano, yoga, preserving mind/body connection, holistic health.
- Trained in Creative Problem Solving Method (CPS).
- Speak German, French, and Hausa.