



KYLE HOLLINGSWORTH

Creative Director / Designer / Illustrator

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📁 kyle-creative.com

PROFILE

A natural creative problem-solver, I am drawn to finding visual solutions that honor the brand, elevate my clients' vision, and add beauty to the world. My broad range of experience allows me to flow cross-discipline, to see the bigger picture, and to lead projects from concept through execution and delivery.

SKILLS

Adobe Creative Suite
Illustration: Traditional/Digital
Concepting/Presenting
Project Management

OTHER INTERESTS

Musician/Singer/Songwriter:
Performing live, recording, voice-over and sound healing.

Nature Lover:
Hiking, connecting with animals, swimming in rivers and lakes + camping make me happy.

Writer/Speaker:
Co-author of best-selling series, *The Creative Lifebook: Radical Self-Love*. I write and speak about courage and healing through creative self-expression.



EXPERIENCE

Present
2019

Kyle Creative

ART + CREATIVE DIRECTOR | ILLUSTRATOR | DESIGNER

Creative services including graphic design and illustration, animation, art and creative direction, experience design, production art and branding across all platforms. Emmy nominated designer, award-winning illustrator with clients including Mattel, Disney, The Nomadic School of Wonder, The Shift Network and FOX Sports.

Present
2014

Sugar Studios

ART DIRECTOR | ILLUSTRATOR | DESIGNER

Creative direction, design, motion graphics and visual effects; title sequences, GFX for feature films, including concepting, storyboards, client presentation and delivery of final assets.

2022
2020

The Shift Network / Shift Media

ART DIRECTOR | ILLUSTRATOR | DESIGNER

Re-brand of social media presence, resulting in a 73% increase in audience and engagement over a 6-month period. Adherence to brand messaging across multiple channels including social media, podcasts, website and film. Utilized heavy illustration, design, and animation skills to generate evergreen content and elevate existing titles, while aligning with stakeholders' vision and maintaining harmony across departments.

2020
2011

FOX Sports

CREATIVE DIRECTOR

Lead design of more than 350 dynamic presentations for executives, sales and display graphics for large-scale sports broadcast events. Hired, trained, and managed designers to adhere to brand identity and deliver quality design in a fast-paced environment. Focus on creating agile, visually effective solutions to impart critical information, while driving the look and feel of the FOX Sports brand within the programming and research division. Created and implemented new workflow systems and communication between executives and designers.



EDUCATION

VISUAL COMMUNICATIONS

Art Institute of Atlanta. Commercial design and illustration program including: typography, color theory, photography, layout, concept design, publication design, poster design, logo design, brand identity, graphic design, storyboards, client presentation, client and project management, and art direction.



- Creative / Art Direction
- Design + Animation
- Hanging with my dogs
- Singing + Songwriting
- Drawing + Painting
- Self-Care
- Creative Writing
- Personal Growth