

To the BM&P team-

*Yes, I am applying for the Print/Web/Motion Designer position.*

*No, I don't have much print experience.*

**BUT BEFORE YOU CRUMPLE MY APPLICATION INTO A TINY BALL...**

My name is Ken. Hi!

I am a designer with over 20 years of experience. I've spent a fair chunk of that time working with ad agencies of all sizes in the Boston area, from small boutique shops all the way up to ad monolith Digitas. I love the agency experience, from the teamwork to the creativity to the all-night assembly of new business pitches. Well, maybe I don't quite love that last one as much as the others...

When I moved to New Orleans from Boston, one of my goals was to get back into the ad agency world. My last gig was a contract as a UX Designer for an international life sciences company, and while I'm good at that kind of detailed front-end interface work, I feel that my real strength lies in collaborative design and brand implementation.

When you look at my portfolio (link located at the bottom of this page) you'll see a wide variety of digital creative. Online advertising, websites, email, interactive applications, video, and yes, a little bit of print. Despite the eclecticism, all of the work displayed in my portfolio shares something in common—it made my clients happy. Ultimately, the most important thing I do as a designer is make my clients happy, and that's what I want to bring to BM&P.

Aside from my skills checklist, if you hire me you'll also get someone who is self-motivated, positive, and a communicator. I'm happy to take the role needed for any particular project, from pure production to project lead. And I'm eager to both learn and teach.

If I were you, I'd call me in for an interview. Why not? The worst that could happen is we spend a pleasant 30 minutes talking about stuff like how gross termite season is.

Sincerely,  
Kenneth Radliff  
[kenff@me.com](mailto:kenff@me.com)  
617-335-0514

PS - Check out my portfolio at: <https://www.behance.net/kenff>

PSS - Also check out page two of this PDF, where I've included a letter of recommendation from one of my clients. Spoiler alert: it's very positive.

To whom it may concern:

It is my pleasure to enthusiastically recommend Kenneth Radliff as a digital designer.

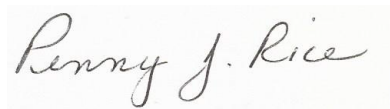
My team hired Kenneth to develop an interactive timeline of Corning's historical innovations for a special presentation by our Chief Executive Officer and ongoing use thereafter. The project involved a high level of complexity, as well as an extremely tight turnaround time to meet the CEO's deadline. The timeline involved a combination of still images, video, and text, which needed to be effective and visually striking while static, but then allow the presenter/user to scroll through the history and select various elements as "pop out" or spotlight features. We also needed to ensure that the timeline was modular, so that we could easily add additional elements in the future.

The piece that Kenneth developed met all our objectives and was a big hit with our target audiences, as well as our CEO, who is an extremely tough customer. In fact, we immediately began to receive requests from others within the company who wanted to use the interactive timeline in their own presentations, and it became one of our most valuable communications tools.

The overall experience of working with Kenneth was as exceptional as the product he produced. We worked with him on a remote basis, yet he was always available when we needed him and never missed a beat -- even when we threw him a curveball in terms of a new request or a tighter deadline. I was particular struck by his communication skills. As someone who participates in conversations between scientific/technical and artistic people on a regular basis, I know that they speak different languages and information can often be lost in translation. But Kenneth was able to communicate effectively with everyone on our team, and he got up to speed quickly on Corning's complex technologies and our arcane terminology. Moreover, there were times where I know that we didn't do the best job explaining what we wanted, but Kenneth always "got it." After every request, he would always check for understanding and confirm exactly what we needed. There were also times we asked him for modifications based on something that changed on our end, and he always delivered. I am sure there were developments that must have frustrated him, yet he always maintained his equanimity and was professional and gracious.

I am not exaggerating when I say Kenneth is the best contractor that I have worked with, and that this project was one of the most successful in which I have been involved. I would not hesitate to hire him again if we had a similar project need, and I am certain he would be an asset to any organization looking for a digital designer, interactive web specialist, or user-experience expert.

Sincerely,



Penny Rice  
Manager Strategic Projects, Executive Communications