

## Kenny Elshoff

I am a designer, and front-end engineer, currently building websites for local news stations at Graham Media Group in Detroit, Michigan.

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## Experience

### Graham Media Group • Design Engineer

January 2019 - Present

- Designed and implemented a design system and component library used by team of developers for consistency velocity.
- Designed Built block level components for editors and non-technical storytellers to build pages and templates.
- Designed and built core features for 2020 election vote counting and storytelling.
- Designed and built marketing and internal training websites using Gatsby and Next.js.

### WDIV / Local 4 ClickOnDetroit • Motion & Brand Designer

January 2019 - Present

- Produced high quality motion graphics in a high paced news cycle environment, contributing to WDIV's #1 rating among local news stations for 8 years and counting.
- Created elements and packages that were adopted throughout the seven station group.
- Developed branding and packaging for big events like America's Thanksgiving Parade and The Ford Fireworks.

### WDIV / Local 4 ClickOnDetroit • Design Trainee

January 2019 - Present

Entry level position where I learned the ropes in the fast paced world of local news. Work produced ended up on air every night in a high pressure environment and under tight deadlines.

## Education

### College for Creative Studies • BFA in Graphic Design

January 2012 - January 2017

- Member of AIGA Detroit

## Skills

React, CSS, TypeScript, Accessibility, Design Thinking, Research, CD / CI, Node.js

## Tools

### Frameworks

ArcXP, Next.js, Gatsby

### Design

Figma, Framer, Sketch, Abstract

### Code

VSCode, GitHub, Bitbucket

### Management

JIRA, Linear, Confluence, Notion