

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

December 2018 - Present – Detroit, MI

- Designed and implemented a design system and React component library used by team of developers to improve consistency, reduce design decisions, and allow for quick iteration.
- Lead the development and support of a front-end feature set enabling non-technical editors and storytellers to build pages and templates in a WYSIWYG style interface.
- Lead the design and front-end development of real-time 2020 election coverage.
- Designed and built marketing and internal training websites using Gatsby and Next.js.

WDIV / Local 4 ClickOnDetroit • Motion & Brand Designer

June 2014 – December 2018 – Detroit, MI

- Produced high quality motion graphics in a high paced news cycle environment, directly contributing to WDIV's #1 rating among local news stations in the Detroit market.
- 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

May 2013 – June 2014 – Detroit, MI

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

September 2009 – May 2013, 2016

- Dean's List
- Member of AIGA Detroit

Skills

React, CSS, TypeScript, JavaScript, Node.js, Tailwind, CD/CI, Accessibility, Design Thinking, Research, UX / UI Design

Tools

Frameworks

ArcXP, Next.js, Gatsby

Design

Figma, Framer, Sketch, Abstract, Adobe Creative Suite

Code

VSCode, GitHub, Bitbucket

Management

JIRA, Linear, Confluence, Notion