

KYLE DOODY

3D ARTIST & DESIGN GENERALIST

EXPERIENCE

• Digital & Graphic Designer II | Leapfrog Brands

Chicago, IL

February 2026 – Present

- Create animations for specialty seasonal drops used across social, paid ads, and pitch decks
- 3D model soft goods and organic forms not achievable through CAD

• Digital & Graphic Designer

Chicago, IL

October 2024 – February 2026

- Responsible for all product and lifestyle renderings across e-commerce and packaging
- Review and retouch photography to ensure brand consistency across multiple vendors
- Assist with product photography and in-office reshoots when needed
- Implemented rendering/post-production pipeline, increasing image output speeds by 70%

Designer (Contract) | Ferrara

Chicago, IL

August 2024 – January 2025

- Created multi-brand Costco ads featuring composited Nerds, Brach's and Trolli products
- Designed production-ready Laffy Taffy beach towel artwork
- Produced pallet renderings of Nerds Gummy Clusters used across Costco advertising

Graphic Designer (Contract) | Creative Cakes Bakery

Tinley Park, IL

October 2024 – November 2024

- Branding refresh for local bakery focused on modernizing the logo and identity system
- Expanded brand identity across business cards, event materials, and other print applications

• Visualization Artist 1 | Marks, part of SGS & Co

Chicago, IL

January 2023 – August 2024

- Produced marketing, print, and e-commerce renderings for leading global CPG brands
- Led 3D visualization for Wrigley Respawn's gaming gum digital assets
- Reviewed all e-commerce post-production for AB InBev's primary specs

• Junior Visualization Artist

August 2021 – January 2023

- Aided in separating pre-press artwork by color and material to ensure optimal rendering
- Completed all e-commerce post-production for AB InBev's primary specs (Cans and Bottles)
- Created product visuals using advanced 3D techniques, including modeling, scanning, lighting, texturing, and rendering

CONTACT

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www.kyledoody.com

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Chicago, IL

EDUCATION

Ball State University

BFA, Visual Communication

May 2021

SKILLS

3D Modeling

3D Texturing

Animation

Motion Graphics

AI Automation

Pipeline Automation

Photography

UV Mapping

Lighting

Storyboarding

Screenprinting

Retouching

Identity Design

3D Scanning

3D Printing

Character Modeling

SOFTWARE

Blender

Keyshot

Marvelous Designer

Adobe Substance Painter

Adobe Illustrator

Adobe Photoshop

Adobe InDesign

Adobe After Effects

Adobe Premiere Pro

Adobe Audition

Figma

Webflow

