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Kyle Thomas Hemingway is an award-winning creative strategist and storyteller.

Two decades of leading print and digital media initiatives for premier media companies, cultural institutions, and national campaigns. Proven track record of managing multi-channel brand transformations, directing large-scale event collateral, and elevating digital engagement for high-profile clients featured on *The Today Show* and nationwide flagships.

Relevant experience

Principal creative strategist, DemoX
Pegasystems (Since November 2021)

Lead demo storytelling and creative content production (comprising videos, landing pages, pitch decks, and sales other enablement materials) to help technical sales teams deliver compelling demos and close deals faster, while cutting costs through reusable global content and facilitation frameworks.

Senior designer, marketing and events
MIT Technology Review (July 2018–October 2021)

Oversaw non-editorial design in close partnership with Chief Creative Officer across subscription marketing, sponsorship, events, and custom publishing, crafting high-converting digital assets and sales collateral that elevated brand storytelling and drove multi-departmental revenue growth.

Creative director/Co-founder
Opus Affair Agency (March 2015–July 2018)

As chief creative, directed design strategy across print, digital, web, and media production, spearheading rebrands for Boston- and New York-area nonprofit arts clients, managing freelance teams and interns, and producing print and digital assets to power marketing, fundraising, and community outreach campaigns.

Design and production manager
Boch Center (March 2013–March 2015)

Provided cross-functional design support across live shows, marketing, and operations, managing vendor relationships, and produced video/photo content (including celebrity events).

Creative services manager
Handel and Haydn Society (December 2009–March 2013)

Coordinated all print, digital, and event collateral as sole creative, managed full-cycle video and photography for live events and monthly campaigns.

Accolades

Pegasystems
Greater Good solutions consulting award, 2024

The Webby Awards
Two-time nominee, *Podcasts–Technology* and *Social–News and Politics* categories, 2021

Society for News Design
Award of Excellence, *Redesigns, Overall Magazine* category, 2019

***BostInno*'s 50 on Fire**
Winner, *Arts and Entertainment* category (ArtWeek Boston), 2014

American Alliance of Museums
First prize, *Invitations greater than $750,000* category, 2013

New England Museum Association
Honorable Mention, *Invitations* category, 2013

The EVVY Awards
Two-time nominee, *New Media* category, 2008

Education

Emerson College
Boston, MA

Bachelor of Arts,
Visual and Media Arts
Emphases in art history and performance studies

Technology and skills

Design and motion:
Adobe Creative Cloud (InDesign, Photoshop, Illustrator, Premiere, After Effects), Figma

Digital and marketing:
WordPress, HubSpot, Mailchimp, Unbounce, HTML/CSS

Core competencies:
Art direction, brand strategy, print and digital production, project management, photography