

K E V I N L A L L I | G R A P H I C D E S I G N

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[EXPERIENCE] **Creative Director | BOWE Company, Seattle, WA**
May 2006 to Present

- Establishes conceptual and stylistic direction for design staff
- Allocates project workload, directs and evaluates the work of design staff
- Manages creative projects from concept to completion and translates marketing objectives into creative strategies
- Design of corporate marketing materials, both print and web-based
- Establishes and maintains business relationships with clients as well as outside creative agencies, copywriters, printers and vendors
- Defines company branding standards and ensures compliance with all internal and external resources
- Ensures cost-effective creative development of all communications projects
- Attends weekly status meetings, creative review meetings and brainstorming sessions to develop strategies for upcoming projects

Sr. Graphic Designer | WestEd, San Francisco, CA
November 2002 to May 2006

- Design of company presentations, corporate collateral, brochures and annual reports
- Layout and design of educational publications, parent guides and children's workbooks
- Developed and maintained written and visual guidelines, style sheets and templates for workbooks, guides and corporate marketing materials
- Managed production schedule, department deadlines and final art
- Directed freelance designers and reviewed contracted design work to assure conformance and consistency to company branding standards

Sr. Graphic Designer | Ubi Soft Entertainment, San Francisco, CA
May 2000 to September 2002

- Conception, design, and production of video game publications, game packaging, print ads, presentations, one-sheets, corporate collateral, promotional and trade show materials
- Created logo and key art design for console games and PC titles
- Created banner ads, animated gifs, and Flash movies for the corporate web site
- Created and managed written and visual guidelines for Ubisoft brands and franchises
- Developed and implemented branding strategies with outside licensors and marketing team
- Oversee production, review and color correct proofs, approve film
- Managed production schedule of department deadlines and final art
- Attended and assisted in product photo shoots

Graphic Designer | URS Corporation, Oakland, CA
November 1997 to April 2000

- Conception and design of all business presentation materials requiring design elements including covers, chart and table graphics and accompanying Power Point presentations
- Manipulating, coloring and archiving of CAD drawings
- Created and managed style sheets, master pages, fonts and templates
- Created proposal graphics from engineers' sketches

[SKILLS]

Apple OSX and PC platforms
CS3, Quark, Flash, PageMaker, Acrobat, MSOffice
Thorough understanding of four-color film production and pre-press including scanning, color correction, pre-flight, and photo retouching
Traditional paste-up and assembly of mechanicals
Front-End Design

[EDUCATION]

Hussian School of Art, Philadelphia, Pa
Graphic Design major : Bachelor of Fine Arts Degree