

Kevin Karl
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D.B.A. Kevin Karl - Commercial Art & Marketing Communications (current ...since 1985)

Providing creative and strategic services to ad agencies, design firms, publishers, government, and independent business. Marketing communications, direct mail, illustration, graphic design, industrial design concepts, advertising, copy & procedural technical writing, product and brand development, focus group, market research. Recipient of Addy, Communication Arts, Print awards for illustration and design achievements.

NMC Mortgage- Greenwood Village, CO: Marketing Communications Consultant (contract), 5/2003-11/2006

- Relationship marketing. Support of 8 branch locations.
- Creative direction, strategy, brand development, design, production of print material.
- Copy writing- direct mail, ads, TV & radio spots.
- Identify & advise- develop program material based upon available broker incentives, research, feedback.

Atronic Americas-Scottsdale: AZ: Senior Designer- Graphic/Industrial, 10/01-5/04. Tel e-commute

WMS Gaming- Chicago, IL: Senior Artist /Product Development, 1/2000-9/01. Tel e-commute

IGT- International Game Technology- Reno, NV: Senior Design -Product Development, 10/98-12/99.

Atronic Americas, WMS, IGT- Development of video and mechanical reel slot machines.

- Conceive original gaming machine concepts to secure high profile licensing agreements.
- Produce industrial design concepts of dimensional elements to define product, leading to prototypes & fabrication.
- Develop related illustration, themed logos, reel symbols, slot glass, signage, GUI, aimed at overall product balance.
- Focus group participation- interviewing players, obtaining feedback and utilizing data for product development.
- Seek out process improvements related to conceptual and manufacturing processes.
- Collaborate with vendors- concept through product launch and follow-up.

St. Louis Community College: Art Instructor, Adjunct 1996-98

- Teaching illustration, design, airbrush, and portfolio classes for students enrolled in B.A. program.
- Develop syllabus and implement material to cover 15 week schedule.
- Provide 1:1 tailored instruction per student direction and goal.

ReTread Group- Founder, Volunteer Trail Organization- St.Louis,MO 1994-98

First volunteer trail organization in the St.Louis area. Managed entire operation. Membership, press releases, public access interviews, event planning. Coordinate, train, and lead volunteers in trail work. Assist land managers in trail building projects. National Trails awards for efforts which influenced public policy on trail planning, protection, development. Trail Leader Rated by U.S. Forest Service.

Additional Creative:

Graphique Plus- St. Louis, MO: Art Director

Lead creative for small agency team. Establish concepts, direction, and execution of projects utilizing staff of designers, writers, and production artist. Service existing client accounts, solicit new accounts. Interact with vendors, printers, quotes, press checks.

Washington University- St. Louis, MO: Publication Specialist

Illustration, graphic design, photography, campus course catalogs. Journal documentation support, tech illustration. Interact with vendors for printing, film processing, quotes, press checks, new services.

Education:

- Bachelor of Arts studies 1976-85, St.Louis Community College- Advertising Design, Graphic Communications.
- Washington University St.Louis-1983, Typography & Graphic Design

Tools: Workstation environment running Windows 2000 and XP Pro. Build/ upgrade systems. Adobe Illustrator, PhotoShop, ImageReady, GoLive, Acrobat, InDesign, KAI, CorelDraw. Website-comprehensive knowledge of web site construction. Creating functional sites with a primary and second level pages. Some familiarity with Strata 3D CX, Dreamweaver, Flash, Fireworks 8.