



Kevin D. Brennan

Graphic Design + Illustration + Production

contact info

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software skills

Photoshop	●●●●●●
Illustrator	●●●●●●
InDesign	●●●●●●
Dreamweaver	●●●●○
Final Cut Pro X	●●●●○
After Effects	●●●●○
Market Volt	●●●●○
Lyris	●●●●○
SilverPop	●●●●○
Adobe Acrobat	●●●●○
MS Office	●●●●●●
MAC Platform	●●●●●●

additional skills

- Time management
- Project management
- Project ownership
- Communication
- Collaboration
- Attention to detail
- Organization
- Self motivation
- Adaptability

professional summary

Accomplished senior graphic designer with over 12 years' experience in the conception and execution of print, digital and interactive media in both agency and in-house settings. Expansive thinker and proactive problem solver, with a proven ability to mentor and motivate fellow creatives. Exhibits well honed design skills and persistent attention to detail necessary to create engaging, functional design that is on strategy, on time and typically under budget.

experience

Victorinox Swiss Army | www.SwissArmy.com / www.VSAcorporate.com

Senior Graphic Designer

- Created e-mail marketing templates, microsites, web and social media assets to support e-commerce initiatives for six product categories for both retail and corporate market channels
- Maintained average e-mail unique open rates of 20%, with several over 50%, and unique click-thru rates up to 12%, while successfully continuing to preserve our IP address' white-list status
- Designed printed marketing collateral including: catalogs, brochures, ads, product packaging and various large-scale print, digital and video graphics for merchandising, point-of-sale and trade shows for both U.S. and global markets
- Coordinated and quoted projects with domestic and international print vendors to ensure all materials are accurate, on time and under budget

TRG Group

Senior Graphic Designer / Production Artist

- Worked closely with the e-commerce team to develop compelling e-mail marketing and various digital and social media assets attributing to a 30% increase in e-commerce net revenue for the Travel Gear product category from 2013 to 2014.
- Designed various printed marketing collateral and product packaging to support 5 global brands and several private label brands sold in 120 countries worldwide including: Victorinox Swiss Army, Wenger, Callaway, Timberland, Giro, Embark for Target and Concierge for Macy's
- Led the clean up, archiving and transition of a 10 terabyte company-wide graphic design server
- Directed photo shoots for several travel gear dealer and consumer catalogs

Creative Lab (A division of Full Circle Solutions)

Graphic Designer / Illustrator / Production Artist

- Created automotive marketing and monthly event mailers for the Daimler-Chrysler Business Center and car dealers nationwide to attract and retain sales and service customers
- Collaborated on in-house marketing materials and sales packets
- Worked closely with operations and client services to streamline processes, time lines and overall systems for job flow resulting in a 50% savings in printing and production costs

Nouveau Graphics

Graphic Designer / Illustrator

- Designed covers, feature spreads, and ads for EnCompass Magazine
- Created logos, letterhead, brochures, postcards, and large scale graphics for several local clients including: Stages St. Louis, Kirkwood Theatre Guild, Infant Adoption Awareness and Schaeffer Oil

education

St. Louis Community College at Meramec

Associates of Fine Arts Degree in Graphic Communications

University of Kansas

Completed 2 years in the School of Architecture and all core undergraduate courses