

kevinherman

creative

full service visual communication

address 1110 South Providence Rd Hazleton PA 18201 | phone 570 401 1810 | email info@kevinhermancreative.com



#### Skillset

##### Software:

Acrobat  
Indesign  
Illustrator  
Photoshop  
Dreamweaver  
TextWrangler  
Flash  
After Effects  
Final Cut  
Media 100

##### Languages:

CSS  
XHTML  
Web Standards  
Integration of Styling into:  
- Joomla!  
- Concrete5  
- WordPress

##### Additional Skills:

Communication  
Project Management  
Troubleshooting crossplatform issues

## résumé

### Professional Experience

Total Marketing Resources, Inc., Allentown, PA (June 1997 - Present)

#### Art Director / Senior Designer

Full service advertising agency responsible for the coordination of production related projects, drafting budgets, delineation of work, overseeing graphic designers and print vendors. Interface with clients to obtain information and facilitate the creative process.

*(department)* Head a department consisting of 4 Mac Pro networked workstations, of which 2 are edit bays, all running OS X 10.6.7 (*required regular system maintenance, troubleshooting, periodic software updaters, new software/hardware installation and system configurations*). Responsibilities also include maintaining company website and email accounts on both Mac and PC systems.

*(work / project types)* Work in a variety of mediums including print, broadcast/television, signage, interactive and more utilizing the latest software packages from Apple, Adobe and Media100. Responsible for initial vendor contacts before, during and after project completion (*in regards to project objectives and budget constraints*). Areas of expertise include design strategy, framework development, creation of functional consumer friendly design, information architecture and interface design and professional-level multi-faceted visual design style.

kevinherman creative, Hazleton, PA (2000 - Present)

#### Freelance Designer

Design of logos, stationary kits, advertisements, brochures, booklets, web development, broadcast and interactive graphics.

*partial client list - Oneplace Media, NJ, Arrow Auto Glass, Giggles Youth Clothing Store, Healthcare Risk Solutions, John Yurconic Insurance Agency, Ebert Furniture Gallery, Palmer Audio, PA.*

*(continued)*

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## résumé

### *Education*

Graphic Communications Studies.  
Moravian College, Bethlehem, PA

Bachelor of Arts / Business Administration. Concentration in Marketing / Minor in Graphic Design.  
Bloomsburg University, Bloomsburg, PA

### *Professional References*

Rich Johnson  
*Creative Director/Producer*  
OnePlace Media  
phone: 856 881 2031  
email: rjohnson@oneplacemedia.com

Richard Bunchalk  
*CFO/Treasurer and Part Owner*  
Arrow Auto Glass  
phone: 570 814 6827  
email: rbunchalk@arrowautoglass.com

Stephanie Kreamer  
*Senior Designer*  
TABcom  
phone: 610 217 0734  
email: sgordner@dog.com

Tim Koenig  
*Creative Director/Producer*  
OnePlace Media  
phone: 856 881 2031  
email: rjohnson@oneplacemedia.com