

résumé

kevinherman | creative
full service visual communication

address 1110 South Providence Rd Hazleton PA 18202 | phone 570 401 1810 | email info@kevinhermancreative.com



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 10.5.4 (*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, 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)

résumé

kevinherman | **c r e a t i v e**
full service visual communication

address 1110 South Providence Rd Hazleton PA 18202 | *phone* 570 401 1810 | *email* info@kevinhermancreative.com



Education

Graphic Communications Studies.
Moravian College, Bethlehem, PA

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

References and Samples

Available upon request.