

Kevin Barnard

2013 Golden Gate Avenue
San Francisco, CA 94115
415-672-8137
kevin@barnardgraphics.com

PORTFOLIO

<http://barnardgraphics.com>



SUMMARY

Art Director / Senior Designer

January 1997 – Present

Offering definitive solutions throughout all stages of creative projects. High-level involvement in strategic advertising, brand processes and experiential marketing design. Being an integral part of a multi-disciplinary team working on epic challenges, with the end goal of owning creative execution. Maintaining emphasis on partnership between design and production as especially critical to success. Ongoing responsibility for the creation of final deliverables and ensuring the quality of final output. Collaboration with integrated marketing disciplines. Playing a crucial role in helping teams utilize best practices to produce outstanding results.

Clients include: Citi, George P. Johnson, Google, Questus, GoPro, Kaiser Permanente, Courtyard Marriott, Crowne Plaza, Supercuts, Monster Cable, Motorola, Wells Fargo Bank, Graff Family Vineyards, Frei Design, American Cyclery, Institute for Performance Excellence, Hospital Association of Southern California, Canyon Cinema, Fetzer Vineyards, Woodward/Graff Wines.

SOFTWARE SKILLS

Master with Adobe CC, including InDesign, Illustrator, Photoshop, After Effects, Acrobat, Bridge. Proficient with Pages, Keynote, Office.

FULL TIME STAFF POSITIONS

Production Designer

GoPro

Global Brand Services, San Mateo, CA

October 2012 – September 2016

Provide creative strategy and execution for advertising, promotional events, branded properties and resorts. Work collaboratively with brand and integrated marketing teams to develop innovative and world class design projects. Ensure consistency across all projects as well as contribute to brand evolution, audience, market and business demands. Lead creative development, provide strategic resources, and nurture design direction across all aspects of brand identity. Develop inspiring and award winning design materials.

Senior Designer

Monster Cable Products,
Design Group, Brisbane, CA

April 2011 – January 2012

Provide creative strategy, graphic design and production for advertising, packaging and trade shows. Ensure brand consistency across design projects as well as contribute to audience, market and business demands.

FREELANCE CONTRACTOR ROLES

Senior Designer

Aquent / Vitamin T
San Francisco, CA
2016 – Present

Creative Director

Institute for Performance Excellence
Los Angeles, CA
2012 – 2015

Creative Director

Society for Healthcare Improvement Professionals
Los Angeles, CA
2012 – 2015

Production Designer

Creative Circle
San Francisco, CA
2009 – 2013

Senior Designer / Illustrator

Kaiser Permanente, Oakland, CA
2008 – 2009

Production Designer

The Creative Group
2007 – Present

Graphic Designer / Website Developer

Motorola, Emeryville, CA
2006 – 2007

EDUCATION

The Art Institute of California – San Francisco
Web Design and Interactive Media
2010

University of Iowa
Fine Art and Ceramics
1979 – 1980

St. Ambrose University
1975 – 1977
Full-tuition Art scholarship

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QUALITIES I BRING TO A ROLE THAT MAKE ME THE BEST PERSON FOR THE JOB

ADVENTURE

A significant part of adventure is the novelty of the experience. I move into and through new places never seen prior. Adventure is partly not knowing what the outcome will be. This experience doesn't come from doing what's familiar.

IMAGINATION

I love complex questions and have an informed point of view on how to bring creative and strategic ideas to life. I'm comfortable working with people who bring many different skills to the table, and can align my talents with theirs. I'm just as comfortable working across any format required to produce an ad, a book, a presentation, or an environmental installation, depending on what feels right for the question at hand. I thrive in a participatory, team-based environment. I am equally successful collaborating as a key team member as well as an individual contributor.

PASSION

Considering how quickly things change, it's paramount that I love what I'm doing, rather than simply doing what I love. Balance plus freedom of expression is the key. Balance in work, balance in play. To believe I have unlimited opportunity every day, the freedom to express ideas, discard anxiety that clouds creativity, and open up for what life and the universe are communicating to me. Translating experience into workable and expressive design is to realize the optimal relationship with my world. I endeavor to achieve a well balanced life while creating beautiful design.

LEADERSHIP

As a Senior Designer with over 30 years of relevant experience, I offer definitive solutions throughout all stages of creative projects, plus high-level involvement in advertising and brand processes. Being an integral part of a multi-disciplinary team working on epic challenges, with the end-goal of owning creative execution, I play a crucial role in helping teams utilize best practices to produce outstanding results.

FLEXIBILITY

The types of creative projects I want to work on fairly define my personal level of flexibility. This visual design project list includes: the Arts, music, performance; humanitarian causes, positive social change, alternative energy sources, companies with earth-responsible focus.

CONSCIENTIOUSNESS

- Provide creative strategy and execution for advertising, branding and events
- Contribute to brand evolution, audience, market and business demands
- Work collaboratively with brand and integrated marketing teams
- Nurture design direction across all aspects of brand identity
- Develop innovative and world class design projects
- Ensure consistency across integrated projects
- Lead creative development

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REFERENCES

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