

# Kevin Barnard

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

## PORTFOLIO

<https://kevinbarnard.myportfolio.com>



## SUMMARY

### Art Director / Senior Designer

January 1997 – Present

Experience developing style guides, icons, branding, presentations, and senior level communication. Experience developing designs for internal communications. Ability to work collaboratively with C-suite and senior-level employees, understand complex concepts, support creative copywriting, storytelling and design visualization. High-level involvement in strategic advertising, brand processes and marketing design. 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. Playing a crucial role in helping teams utilize best practices to produce outstanding results.

Clients include: Applied Underwriters, Citibank, George P. Johnson, Google, Kaiser Permanente, Graff Family Vineyards, Canyon Cinema, Frei Design, Questus, Hospital Association of Southern California, American Cyclery.

## SOFTWARE SKILLS

InDesign, Illustrator, Photoshop, Premiere, After Effects, Acrobat, Sketch, PowerPoint, Word, Pages, Keynote

## 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

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 Production Designer

George P. Johnson

San Francisco, CA

2017 – 2019

Freelance contractor working on a wide diversity of experiential design projects including: Oracle-NetSuite SuiteWorld 2017, NetApp Insight 2017, NetApp Insight 2018, ServiceNow Knowledge 2017, Cisco Live 2019, Cisco IMPACT 2019, Salesforce TrailheadDX 2018, Salesforce Dreamforce 2019.

### Senior Designer

Aquent / Vitamin T

San Francisco, CA

2016 – 2018

Oversee all design projects, from conception to delivery. Design original pieces, including illustrations and infographics using Adobe CC. Generate ideas to portray marketing concepts for products and services. Maintain brand consistency throughout all marketing projects. Liaise with marketing and design teams to ensure deadlines are met. Stay up-to-date with industry developments and tools.

### Creative Director

Institute for Performance Excellence

Los Angeles, CA

2012 – 2015

### Creative Director

Society for Healthcare Improvement Professionals

Los Angeles, CA

2012 – 2015

## EDUCATION

The Art Institute of California–San Francisco

Web Design and Interactive Media

Coursework and Student Tutor

University of Iowa

Fine Art and Ceramics

Coursework

St. Ambrose University

Full Tuition Art Scholarship

Coursework

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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. Gaining this kind of experience doesn't come from only 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 design and produce a print ad, a web banner, a book, a presentation, a video, or an environmental installation—depending on whatever is needed for the project ahead. I am successful in collaborating either as a key team member or working 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 in all aspects.

### LEADERSHIP

As a graphic designer with many 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

Marianne Tracy  
Senior Director, Graphics Operations and Production  
George P. Johnson Experience Marketing  
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