

KEVIN BARNARD

2013 Golden Gate Avenue, San Francisco, CA 94115

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QUALIFICATIONS PROFILE

Art Director / Senior Designer / Independent Contractor with 30 years professional experience. Work collaboratively with C-suite and senior-level management, 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, Canyon Cinema, CapitalFit, Cisco, Citibank, Cloudian, Frei Design, George P. Johnson, Graff Family Vineyards, Kaiser Permanente, Salesforce, ServiceNow, TransPerfect.

- advertising design
- branding
- style guides
- presentations
- book and brochure design
- experiential marketing design
- wayfinding design
- information design
- video and audio production
- music production
- website design
- copywriting support
- social media assets
- icons and landmarks
- senior level communication

SOFTWARE SKILLS

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

PROFESSIONAL EXPERIENCE

Senior Production Designer / George P. Johnson, San Francisco, CA / 2017 – 2022

Freelance contractor. Contribute production design on a wide diversity of large scale experiential marketing projects including: Oracle-NetSuite SuiteWorld 2017, NetApp Insight 2017, NetApp Insight 2018, ServiceNow K17, Cisco Live 2019, Cisco IMPACT 2019, Salesforce TDX 2018, Dreamforce 2019, Salesforce TDX 2022, ServiceNow Knowledge22, Cisco Live 2022, Workday Rising 2022.

Senior Designer / Aquent – Vitamin T, San Francisco, CA / 2016 – 2018

Freelance contractor. Oversee design projects, from conception through to delivery. Creation of original assets, including illustrations and infographics. Ideation of marketing concepts for products and services. Maintain brand consistency throughout all marketing projects. Liaise with marketing and design teams to ensure delivery deadlines are consistently met.

Production Designer / GoPro – Global Brand Services, San Mateo, CA / 2012 – 2016

Full-time staff. Creative strategy and project execution for global brand 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.

Creative Director / Institute for Performance Excellence, Los Angeles, CA / 2012 – 2015

Freelance contractor. Oversee brand design, asset production, and marketing strategy.

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

Freelance contractor. Concept, ideation, design, and production of medical research paper publishing website.

Senior Designer / Monster Cable Products, Brisbane, CA / 2011 – 2012

Full-time staff. Creative strategy, graphic design and production for advertising, branding, packaging, and corporate trade shows. Ensure brand consistency across design projects as well as contribute to audience, market and business demands.

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

Considering how quickly things change, it's paramount that I love what I'm doing, rather than simply doing what I love.

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

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