

# KEVIN HINKEL

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Creative professional with over 10 years of experience in print and digital design, where fast paced work environments demand speed, accuracy and adaptability. Excited when contributing to a team or an organization through design to create positive user experience. Strong enthusiasm and drive for succeeding.

## SOFTWARE/TECHNICAL SKILLS

Proficient on Macintosh and IBM-compatible platforms, desktop publishing software, Adobe Suite including: InDesign, Illustrator, Photoshop, Acrobat. Microsoft Office Suite, HTML, CSS, Bootstrap.

## EDUCATION

- Full-stack Coding Certificate from the University of Minnesota May 2018
- Diploma, Classical Animation, Vancouver Film School, Vancouver BC Canada 2007
- MA in Commercial Art, PCC, Pensacola Florida 2005
- BS in Commercial Art, Minor in Graphic Design, PCC, Pensacola Florida 2003

## PROFESSIONAL EXPERIENCE

**Freelance Graphic Designer :** Digital People / Best Buy — Mpls, MN 07/2018 – 11/2018

- Design creation of weekly advertising for print, mobile and web.
- Expert level of Adobe Creative Suite InDesign, Photoshop, Illustrator and Excel.
- Ability to respond to urgent requests with fast-turns.
- Understand guidelines and work within them.

**Production Artist/Graphic Designer :** Ivie & Associates — Stillwater, MN 05/2013 – 11/2017

- Creation of weekly print circular, coupon book and visual graphic promotion packages for four markets
- Creative support for digital assets (web-based sites & social media)
- Strong time management and prioritization in order to meet press dates
- Acting as trainer to new associates, exercising strong communication skills

**Freelance Production Artist/Graphic Designer :** Digital People— Mpls, MN 02/2012 – 05/2013

- Health Care Compliance Association - Improved content and designs for flyers and brochures  
Built digital web banners for events that were advertised on social media
- Wagner Spray Tech - Built layouts for catalog pages, edited photos and designed new page templates
- Bluestem Brands - Created and designed content for web ads for Fingerhut's online catalog
- Gopher Sport - Completely redesigned a 450-page catalog, starting from mock-ups, making templates and building the final catalog

**Freelance Production Artist :** BIC Promotional Products — Red Wing, MN 06/2011 – 11/2011

- Digitized client-provided art to create vector art for screen printing onto promotional products
- Provided external and internal customer care through online forms to maximize efficiency and quality

**Freelance Production Artist :** Creative Circle — Chicago, IL 2/2010 – 02/2011

- Ableson Taylor Marketing - Mocked up pamphlets, pop-ups, danglers and other collateral
- Echo Design Group - Designed maps, flyers and brochures

**Graphic Designer :** Design Wise Art — Portland, OR 03/2008 – 03/2010

- Worked one on one with 12 different clients to create distinctive logos for each individual company
- Conceived original art and layout for books, brochures, booklets, flyers, posters and newsletters
- Generated trade show theme design and advertisements