

KEN-HAWK

Graphic Designer

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📍 Pittsburgh, PA

EDUCATION

2005

Seton Hill University
BFA in Graphic Design

1999

WCCC
AA in Electronic Publishing & Imaging

SKILLS

- PHOTOSHOP
- ILLUSTRATOR
- DREAMWEAVER
- INDESIGN
- BRIDGE
- ACROBAT PRO
- WORDPRESS
- INVSION
- LISTRAK
- JIRA & CONFLUENCE
- WEB/INTERFACE DESIGN
- HTML 5/CSS
- LOGO & BRAND IDENTITY
- PRINT DESIGN

DESIGN PROFICIENCY

- | | |
|----------------|-------------------|
| APP LAYOUTS | MAGAZINE LAYOUTS |
| BANNER ADS | NEWSLETTERS |
| BILLBOARDS | ONE-SHEETS |
| BROCHURES | POSTCARDS |
| BUSINESS CARDS | POSTERS |
| DASHBOARDS | PRINT ADS |
| EMAILS | PRINTABLES |
| GREETING CARDS | TRADE SHOW BOOTHS |
| ILLUSTRATIONS | T-SHIRTS |
| LANDING PAGES | WEB BANNERS |
| LOGOS | WEBSITES |

EXPERIENCE

● DECEMBER 2009 - MARCH 2016

GiftCards.com - *Sr. Graphic Designer*

GiftCards.com (acquired by Blackhawk Network, Inc. in 2016) hired me as Senior Graphic Designer on the strength of my print and web design experience.

I worked closely with project managers and the technology team to develop mock-ups for online shopping and redemption process flows, supplied UI and UX assistance, designed marketing websites and landing pages, and developed and scheduled consumer emails with the marketing software program Listrak.

I collaborated with the Social Media Manager and Content Manager to create Facebook templates and graphics, greeting cards, downloadable printables, illustrations, and infographics. I also worked directly with the CMO and Creative Director to create and maintain the company's branding style guide.

I was fortunate to flex my creative muscle on a variety of projects. From designing electronic billboard ads and trade show display panels to developing creative advertising materials for both print and the web, I highly enjoyed my time at GiftCards.com.

● AUGUST 2005 - DECEMBER 2009

Digital River, Inc. - *Sr. Graphic Designer*

I was initially hired as a Junior Graphic Designer, which then matured into a senior-level position within the Creative Services department. As my job responsibilities increased, I worked on, managed, and oversaw multiple client projects.

I worked with numerous network clients to design and develop their branding, marketing websites, email and banner campaign creatives, and print collateral including business cards and mailers. I also designed, developed, and integrated white label affiliate interfaces with the DirectTrack Affiliate Tracking Program.

When I wasn't working on client projects, I developed internal creative materials for Digital River, Inc. (formerly Direct Response Technologies, Inc.) including business cards, one-sheets, trade show panels, and magazine ads. I also designed, developed, and updated the company's marketing websites.

● FEBRUARY 2000 - NOVEMBER 2002

NuMedia Design - *Assistant Designer*

I started out working as an intern at NuMedia Design. The opportunity developed into a full-time position as an Assistant Designer. I designed and developed websites for minor league hockey teams as well as local businesses based in and around Mount Pleasant, PA. I also developed templates for self-maintaining content management systems.