



EDUCATION

Bachelor of Arts (BA), Graphic
Evergreen State College Olympia, WA

PROFILE

Expertise spans from conceptualizing innovative designs for marketing materials, apparel, and promotional items to executing complex digital and print projects with precision. Skillful in leveraging design principles, typography, and color theory to craft standout graphics that resonate with diverse audiences. Excel in managing multiple high-stake projects simultaneously, adept at navigating fast-paced environments to deliver high-quality, production-ready outputs. History of successful collaborations with large sports brands, governmental agencies, and small businesses, enhancing client satisfaction and business growth through strategic design leadership and effective communication.

SKILLS

- Print Media
- Marketing
- Communication
- Editing
- Composition & Layout
- Color Theory
- Web & Digital Design
- Logo Design
- Branding
- Vector Images
- Typography
- Cross-Platform Design
- Presentation Design
- Signage
- Leadership
- Illustration
- Production
- Multi Task
- Adaptability
- Organization

TOOLS



KEVIN CLAYTON

GRAPHIC DESIGNER

Phoenix, AZ

Specialize in creating compelling visuals that drive brand engagement and recognition across multitude of platforms and industries.

402-201-4860

KJClayton10@hotmail.com

linkedin.com/kevin-clayton-7b9a62178

https://KClaytonportfolio.com/

EXPERIENCE

Graphic Designer

2021 - CURRENT

OneOne Creations

Lead creative direction at agency dedicated to producing all creative outputs for Athletes Unlimited, a professional sports league featuring top-tier athletes globally. Design and deliver wide range of materials including athlete uniforms, venue graphics, and digital artwork for social media. Collaborate with major brands such as Nike, ESPN, and Topps to create marketing materials and fan apparel. Excel in dynamic environment, prioritizing multiple high-stake projects to meet stringent deadlines while maintaining highest standards of quality and creativity.

- Transformed business development strategies by integrating cutting-edge design principles, typography, color theory, and composition, ensuring each design stood out with innovative and captivating themes.
- Fostered robust collaborations across various sports entities, including teams and companies, facilitating seamless communication and timely project execution within multi-departmental settings.
- Enhanced brand recognition and market reach for Athletes Unlimited by working closely with prominent women's sports professionals and partnering with major entities such as WNBA, Gatorade, and Topps, as well as various other national companies.
- Designed diverse array of graphics, logos, and uniforms, contributing to visual identity of some of largest companies in sports industry, including Nike, thereby reinforcing market dominance and appeal.

Freelance Graphic Designer

2018 - CURRENT

Independent Contractor

Conceptualized and produced diverse array of visual content including menus, posters, logos, illustrations, postcards, and business cards tailored to client specifications. Analyzed project scopes meticulously to determine client needs and project requirements. Translated design concepts into electronic formats; conducted rigorous proofreading to identify and rectify design errors prior to finalizing digital images for print or publication. Advised on design strategies and layouts, selecting appropriate colors, images, text styles, and shapes; integrated client feedback into final designs to meet precise specifications.

- Innovated in-house form that minimized design errors and enhanced creative process for mock-ups, significantly improving operational efficiency.
- Implemented robust consultation process and secured customer approvals to reduce errors and ensure client satisfaction.
- Contributed to growth and development of small businesses by providing expert design services and strategic guidance.



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EXPERIENCE

Contract Graphic Designer (Lead) (Secret Clearance) 2023 - 2024 SPS

Orchestrated creation of content for both digital and print mediums across multiple government departments, ensuring compliance with client specifications. Lead and created content for the largest high-profile national and global events such as Project Convergence and South by Southwest, producing wide array of materials including posters, social media posts, banners, postcards, and digital designs for US Army and Army Futures Command.

- Cultivated and maintained strategic partnerships with clients, advertising agencies, and suppliers, orchestrating collaborative marketing initiatives that bolstered market presence and client satisfaction.
- Revolutionized client branding strategies by applying expert knowledge of design principles, typography, color theory, and layout composition, thereby elevating market identity.
- Rigorously reviewed and validated technical calculations, design models, and documentation, achieving high standards of quality and precision in final deliverables.
- Played pivotal role in content creation for small businesses, enhancing visibility and engagement through professionally designed materials.

Graphic Designer 2020 - 2021 Westside Signarama

Engineered and executed range of graphic design projects, including vehicle wraps, wall murals, and various marketing materials. Orchestrated design and production of banners, business cards, and flyers, tailoring each to client's branding requirements. Enhanced photographic content through sophisticated editing techniques to align with project goals. Assessed project scopes to accurately forecast completion times and formulated detailed quotes for client approval. Developed both preliminary mockups and final production-ready outputs, ensuring each met stringent quality standards. Oversaw scheduling and prioritization of multiple projects, optimizing resource allocation based on project significance and deadlines.

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