

KEVIN FOLK

ART DIRECTOR

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- ☎ 630-253-6313
- 💻 kevinfolk.com
- 📍 Chicago, IL

EDUCATION

Bachelor of Fine Arts

Michigan State University

2011

- Concentration in Graphic Design
- Minor in Philosophy
- Honors College

EXPERTISE

Skills

- Print design
- UI/UX
- ADA compliance (IAAP WAS certified)
- Video storyboarding
- Vector illustration
- Email design and coding
- Animated banner design

Programs

- Adobe InDesign, Illustrator, Photoshop
- Sketch
- Figma
- Google Web Designer
- Microsoft Office 365

BRANDS

Alcon



alight

AON
Empower Results®

BARCLAYS



Hewlett Packard
Enterprise

Lam
RESEARCH

OTIS

PayPal

Plume

Roche

SAMSUNG

United
Technologies

ZAXBY'S

ABOUT ME

I am a versatile and multifaceted art director with over 10 years of experience. My skills include branding, print design, illustration, video storyboarding, UI/UX design, and more. I have a sharp eye for details that drives precise design. My technical mindset, adaptability, and communication skills make me an ideal collaborator with development teams. I believe that great design begins with a curious attitude. I am dedicated, organized, and able to delegate as needed. A problem-solver at heart, I pride myself on finding a solution to any challenge.

WORK EXPERIENCE

Iris Worldwide

A creative, strategy and innovation company that uses the power of participation to excite progress for businesses. Iris acquired Pepper Global in 2014.

Senior Art Director

OCTOBER 2016 – PRESENT

- Contributed to and led teams developing extraordinary work for B2B and B2C brands. Led projects as an UI/UX designer, carrying them through from wireframes to development handover.

Art Director

JUNE 2014 – OCTOBER 2016

- Designed a variety of interactive, print, and multimedia campaigns for global B2B and B2C brands.

Pepper Global

A leading B2B integrated marketing and communications agency

Graphic Designer

AUGUST 2011 – JUNE 2014

- Lead designer on the HP account, designing and coding a variety of email programs, brand guidelines and templates, and co-marketing print collateral.

Graphic Design Intern

JUNE 2011 – AUGUST 2011

- Designed and coded email communications for HP's Small and Medium Business newsletter campaign.

Michigan State University

Residential Hospitality Service's Marketing Communications Department

Graphic Design Intern

OCTOBER 2010 – MAY 2011

- Designed collateral for RHS to communicate weekly information to students. Supported marketing and fundraising efforts.