

# Kevin Allen Jr.

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## Education:

**School of Visual Arts, BFA**  
Graphic Design Major  
2001-2004  
Dean's list 2004.

**Ocean Township High School**  
Graduated 2000

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## Awards & Shows:

**2009 Diana Jones Award**  
Nominated for Excellence in  
Gaming

**2009 Indie RPG Award**  
Most Innovative Design

**MARCOM Platinum Award,**  
Intranet design 2007

**MARCOM Gold Award,**  
recruitment brochure design  
2007

**AIGA Senior Design and New  
Talent showcase 2004**

## Experience:

**Freelance Work – NY & NJ**  
**Art Director, Throughout career**  
Clients include: The Wall Street  
Journal, Sesame Workshop, Ogilvy  
Commonhealth, Market Maker Inc.,  
Active International, Cymbalta,  
Zyprexa, Sleepy's mattress, GAF inc.

**IPC Systems – Jersey City NJ**  
**Design and Social Media Consultant, 2015**  
Advised on multi-platform social  
media strategy. Designed marketing  
materials, client/customer  
presentations, and infographics  
for an industry leading financial  
services provider.

**PCMag.com (Ziff Davis Inc.) – NYC**  
**Lead Marketing Designer, 2013-2014**  
Created custom web and ad  
experiences for publisher initiatives  
as well as client brands including:  
Google, HP, Microsoft, Best Buy,  
Sprint, Dodge, and many others.

**Aspen Marketing – Morristown NJ**  
**Art Director/Game Designer, 2010-2013**  
Responsible for conception and  
implementation of digital/interactive  
and game content for Kraft, AT&T,  
Toyota, Hertz, JVC, Sentry Safe,  
Goldtoe, Dial/Borax, and several  
others.

**Lanmark Group – Eatontown NJ**  
**Graphic designer, 2006-2008**  
Produced print colateral and digital  
media for many national and  
international campaigns. Clients  
include: Johnson and Johnson,  
Wrigley Orbit, Crest, Sirona systems,  
National Cable Communications,  
Seaboard Construction, and numerous  
others.

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## Some Other Jobs I've Had:

- Designer and Self-Publisher of  
numerous independent social games
- High School Graphic Design Teacher
- Writer/Performer/Founder: *The Whitest  
Kids U'Know* comedy Troupe
- Gardener/horticulturist

## Expertise:

Photoshop  
Illustrator  
Indesign  
Muse  
Lightroom  
Flash  
Final Cut  
Quark  
Keynote  
CSS  
XML  
HTML  
MS Word  
Excel  
Power Point  
Mac OS X  
Windows  
Photo Retouching  
Game Design & Gamification  
Wireframing  
UX/UI  
Client Presentation  
Print production & Preflight