

# Kevin Allen Jr.

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732.216.5143

On-site and remote ♦ Digital AND Print  
Detail-oriented ♦ Fast turnarounds  
Adobe CC sorcerer ♦ Presentation deck expert  
Logo design veteran ♦ Client diplomat  
B2B, B2C, CPG, UI/UX, CRM, POS... all A-OK  
Social media ♦ Branding/identity  
Clear communication ♦ Open collaboration  
Honest ♦ Straightforward

## Education

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

## Skills

Adobe Photoshop, Illustrator, Indesign, Lightroom,  
Acrobat, Premiere; Figma; Webflow; Canva; Mac OS/  
Windows; Powerpoint; Keynote; Prezi; Google Slides;  
Asana; Wrike; Monday; Trello

## Some Other Jobs I've Had:

- Advertising Critic for TheStreet.com
- Award-winning Designer/Publisher of tabletop games
- High School Art/Graphic Design Teacher
- Writer/Performer: 'The Whitest Kids U Know' comedy Troupe
- Gardener/horticulturist

Freelance Work – NY & NJ

### Art Director/Graphic Designer 2003-Present

Graphic design, branding, consultation, and production services provided on short or long term contracts.

Clients include: Ogilvy, Prudential, The Wall Street Journal, Sesame Workshop, Cymbalta, Zyprexa, CIE Tours, GAF Inc., Sleepy's Mattresses, Ashfield Healthcare

Girl Scouts of the USA – NYC

### Graphic Designer 2019-2020

Responsible for the end-to-end visual design of national partnership programs. These initiatives featured published materials, games, merchandise, event collateral, social media, point-of-sale displays, and interactive elements.

Partners included: Lego, Ratheon, Johnson & Johnson

IPC Systems – Jersey City NJ

### Design and Social Media Consultant 2015

Consulted on multi-platform social media strategy. Designed marketing materials, client/customer presentations, and infographics for an industry-leading financial technology brand.

PCMag.com (Ziff Davis Inc.) – NYC

### Lead Marketing Designer 2013-2014

Built bespoke advertising solutions for client brands and interactive experiences for publisher initiatives. Responsible for the visual design of new business sales pitches. Clients included: Google, HP, Microsoft, Best Buy, Sprint, Dodge, and many others

Aspen Marketing – Morristown NJ

### Art Director 2010-2013

Responsible for conception and implementation of digital/interactive marketing efforts for Kraft, AT&T, Toyota, Hertz, JVC, Sentry Safe, Goldtoe, Dial/Borax, and several others

Lanmark Group – Eatontown NJ

### Graphic designer 2006-2008

Designed print and digital media for national and international campaigns.

Clients include: Johnson and Johnson, Wrigley Orbit, Sirona systems