



**K E V I N   N E W H A L L // graphic designer**

knewhall@hotmail.com / kevinnewhall.com

## // summary

- > Graphic design and marketing professional with over 19 years experience in brand advertising and promotion. Visual storyteller with a passion for solving design challenges.
- > Thinks conceptually and strategically about design to ensure high quality, high impact advertising across multiple mediums.
- > Specialties: creative direction, print and web design, social media graphics, color theory, project management, creative problem solving
- > Knowledge: Adobe Creative Cloud (Photoshop, InDesign, Illustrator, Animate), Microsoft Office

## // experience

### **Stonyfield Farm, Londonderry, NH**

Senior Graphic Designer, 1/2009 – Present

Graphic Designer, 1/2004 - 1/2009

- > Provide an innovative, nurturing and strong creative culture within the company.
- > Work in collaboration with internal teams to develop creative concepts and design layouts for a variety of marketing and sales print materials including: packaging, magazine advertisements, brochures, direct mail, displays, vehicle graphics, coupons and apparel.
- > Conceptualize and design web graphics and page layouts for websites, social media, email newsletters, banner ads, and online advertising.
- > Develop PowerPoint templates and graphics for internal teams.
- > Collaborate with colleagues to execute designs for cross promotional advertising with partnerships and create other promotional materials for large scale events and venues.
- > Design graphics for trade shows.
- > Art direct photo shoots.

### **Boston.com, Boston, MA**

Graphic Designer, 11/1999 - 1/2004

- > Collaborated with the marketing and sales departments to conceptualize and execute designs for clients.
- > Created animated web ads and presentations for display on Boston.com.
- > Created print advertisements published in *The Boston Globe* newspaper.
- > Developed print posters, fliers, brochures and other paper media.
- > Created illustrations for print and web.



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## // experience

continued

### **BaileyDonovan LLC, Manchester, NH**

Graphic Design Intern, 5/1998 - 8/1998

- > Conceptualized and designed posters, advertisements, postcards and exhibition graphics for clients.
- > Worked closely with clients throughout the creative process.
- > Generated company promotional pieces.
- > Redesigned the BaileyDonovan website.

## // kind words

### **Chelsea Stoddard**

Owner, Queen City Cupcakes, Manchester, NH

*"We initially hired Kevin for a custom delivery van design. We were not really sure exactly what we wanted, but we knew we wanted something that was eye catching, fun and energetic. We gave him very few details and some pictures of our cupcake shop and were blown away by his very first stab at the design. It was fun, whimsical and totally matched the vibe of our cupcake shop. He was very quick to respond to our requests to 'tweak' things and to give alternative versions of the design. In the end, we now have a van that we love and constantly get compliments on. In addition to being an amazing graphic artist, he was a pleasure to work with. We look forward to future projects with him!"*