



INCREASE YOUR INCOME BY HIRING A

# BRILLIANT DESIGNER LIKE ME

The marketing challenges you face in your business need an experienced and data-driven solution. Your business needs an experienced, intelligent designer who can convey your marketing message in a unique and creative way through print, web, and video platforms. Kevin has over 22 year of experience and possess the training needed to brilliantly enhance your marketing materials.



– KEVIN VAIN –  
KDVDESIGN.COM

# FINALLY, GET A DESIGNER YOU DESERVE

K D V

Kevin has a proven track record working on projects for national and international brands such as MGM Grand, Cisco, Edward Jones, and the NBA, down to small and startup businesses. You will benefit from all the master-level experience and resources Kevin has gained from his attendance at Full Sail University, certification in Inbound Marketing from HubSpot, and continuous training in branding and marketing courses.

## EDUCATION

### Full Sail University

Masters of Fine Arts in Media Design (2014-2016)

### Art Institute of Dallas

Bachelors of Fine Arts in Graphic Design (2009-2012)

## CORE COMPETENCIES

Team Building  
Multiplatform Design and Interactive Media  
Vendor Management  
Negotiation  
Communication

## EXPERTISE

Creative Vision  
Concept Development  
Project Management  
Brand Development  
Web Optimization & Development

## SKILLS

Adobe Creative Suite  
WordPress  
HTML / CSS / JAVA  
Photography  
Video Production & Editing  
Digital Printing  
Microsoft Office Suite  
CRM Apps  
DAM

## EXPERIENCE

### HOORAY HEALTH

Senior Graphic Designer (April 2020 to Present)

- Created branded digital and print-ready assets in the health insurance industry to visually connect and effectively communicate health benefits in a way that is easily understood
- Organized an internal design team to develop streamlined processes, resulting in a 50% reduction in production time for open enrollment implementation.
- Facilitated live training sessions with the design team on software updates to improve our efficiency working with a variety of design applications
- Created the infrastructure for deploying client microsites using WordPress Multisite setup, reducing implementation time by 25%
- Assisted with UI/UX development and collaborated with developers to create new apps that provide a better user experience and increase downloads

### WEIN DESIGN AGENCY

Art Director (January 2020 to Present)

- Created brand strategies and assets for new products and services in the health, education, tech, publication, real estate, jewelry, food & beverage, and financial industries
- Managed all departments by conducting team meetings, webinars, and trainings that maintain company culture and team-building activities
- Created pitches and proposals for warm prospects, closing an average of 80%
- Developed a customized internal process for sales and marketing that allows team members to follow the progress and awareness stages to better move them through the sales funnel

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## CERTIFICATIONS

HubSpot Inbound Marketing  
February 2023

## EXPERIENCE cont.

### DALLAS WEEKLY

Art Director (November 2018 to 2019 & June 2021 - November 2021)

- Reduced the layout and design timeline from 4 days to a 2-day turnaround, collaboratively with the writers and editors for their weekly magazine
- Conceptualized new content and imagery for a multinational magazine company, and developed the concepts to produce the front, back, and interior design of the publication
- Facilitated and managed photo shoots, raw files, and photographers for feature stories

### COLAB CREATIVE GROUP

CEO / Art Director (January 2016 to December 2019)

- Created brand strategies and assets for startups, micro, and small businesses
- Managed all departments by conducting team meetings, webinars, and trainings that maintain company culture and team building activities
- Created pitches and proposals to acquire new clients sign-ups for our creative services with a 90% close rate
- Developed a customized internal process for sales and marketing that allows team members to follow the progress and awareness stages to better move them through the sales funnel
- Created membership websites that allowed companies to create unique experiences for their users

You can see successful results by visiting [kdvdesign.com](https://kdvdesign.com)