

EXPERIENCE

NEON AFTERNOON

Freelance Designer // 07.2023 - Present

BRANDING PRESENTATIONS TEMPLATES DOCUMENTATION

ADOBE CREATIVE SUITE POWERPOINT PROCREATE FIGMA AI

- + Developed early documentation for utilizing artificial intelligence in the creative process
- + Created high-touch pitch decks with multiple agency stakeholders, including founders
- + Assisted in exploring & defining the agency's brand identity & expression; Logo, color palette, typography, & visuals

MICROSOFT

Visual Designer // 01.2022 - 12.2022

BRANDING WEB DESIGN UX/UI INFORMATION ARCHITECTURE RESEARCH TEMPLATES PROTOTYPING

ADOBE CREATIVE SUITE MICROSOFT OFFICE SUITE SKETCH FIGMA INVISION CMS POWERPOINT

- + Conducted competitive market analysis & assisted in user research studies for video game development
- + Designed versatile website content modules that shift in design contingent on content type
- + Evolved the Microsoft Game Dev brand guidelines for greater versatility & alignment with product goals

THE MARKETING PRACTICE

Senior Visual Designer // 09.2021 - 11.2021

PRODUCTION STYLE GUIDES NEWSLETTERS INFOGRAPHICS EBOOKS SOCIAL MEDIA TEMPLATES PROTOTYPING

ADOBE CREATIVE SUITE MICROSOFT OFFICE SUITE SHAREPOINT POWERPOINT

- + Designed within brand guidelines for multiple high profile brands; Intuit, Verizon, Promethean, Rubrik
- + Batch-produced social media visuals & static web ads, creating hundreds of assets from one template
- + Created interactive ebooks, comprehensive infographics, & corporate newsletters

AMAZON

Brand Designer // 08.2012 - 12.2020

BRANDING ART DIRECTION ONBOARDING STYLE GUIDES WEB DESIGN ILLUSTRATION TEMPLATES NEWSLETTERS UX/UI

ADOBE CREATIVE SUITE MICROSOFT OFFICE SUITE CMS SHAREPOINT WIKI POWERPOINT KEYNOTE

- + Created an extensive image glossary wiki of all graphic types, including specs, samples, & templates
- + Oversaw a new global brand review process for Amazon-branded assets with a monthly trends & opportunities report
- + Designed high-traffic e-commerce experiences including seasonal storefronts, brand stores, & product detail pages
- + Developed robust usage guidelines for both existing brands & new brand launches; Luna, Amazon Basics, Presto!

KEVIN COX DESIGN

Freelance Designer // 2009 - Present

BRANDING WEB DESIGN PRINT DESIGN MOTION ILLUSTRATION TEMPLATES E-COMMERCE PHOTO RETOUCHING

ADOBE CREATIVE SUITE MICROSOFT OFFICE SUITE FIGMA PROCREATE CMS POWERPOINT

- + Developed both new brands and rebrands for small businesses, individuals, & housing communities
- + Created brand guidelines, websites, informational videos, infographics, social media ads, & flyers
- + Recipient of multiple book cover design awards for "The Call of Cthulhu" & "La Finca"

EDUCATION

SEATTLE CENTRAL CREATIVE ACADEMY

Associate of Applied Science // Class of 2011

STEVE RENNICK AWARD FOR BOOK DESIGN AIGA MEMBER STUDENT INSTRUCTOR

PHOTOSHOP ILLUSTRATOR INDESIGN AFTER EFFECTS LIGHTROOM DREAMWEAVER

- + AAS in Graphic Design from Seattle Central's prestigious multidisciplinary creative academy
- + Instructed class demonstrations on traditional relief-printing processes
- + Managed and maintained dual-server digital print & fine art studios