



Kenny Hall

Designer
Director
Artist

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METHOD

Botched operations are a liability.

Who do you trust when your budget dollars are on the slab?

Bare bones...what does the job need? Research & sampling, client contact and action plans all happen concurrently. I do this very well. Design time is money. Rudderless meetings and indecision are killers. Focus across disciplines and good detective work are key starters. Good, gripping design to be sure.

My career in design began with a BA in English. By the end of that, I was more interested in drawing the classics I was reading. Commercial art school, and many harrowing operations since then, have hardened me into a focused and level-headed design practitioner. Off hours include painting, writing and volunteer work.

Cut through the inflammation and get right to work.

Stay transparent and communicate.

Monitor vital signs.

EXPERIENCE

{Art Director}

Innovations in Art | St. Louis, MO

01.2003 to present

Design, development and production of environments and interpretive experiences for corporate and institutional clients.

- Member company steering committee tasked to clarify workpaths and maximize talent assets
- Ongoing study of design materials to comply with LEED certification and green initiatives.
- Manage and QC vendors for processes including print, video, voice & audio and CNC
- Identified need. Built material sample room housing pieces for QC and marketing
- Identified need. Built, searchable archive for company's entire digital job history - 4 tb
- Instituted program to photograph outgoing product and site conditions for QC
- Photographed company's product offering and maintain company portfolio
- Design of exhibits, environments, corporate awards, signage, and ADA compliant wayfinding
- Fluent in large format digital printing, laminating, production and installation methods
- Experienced in all phases of print production
- Interview, hire, train manage and mentor groups of younger artists
- Wrote all job descriptions for art department
- Wrote and enforce best practices for art transmittal to clients and vendors
- Project management for Fortune 500 clients
- Copywriting and research

Education

1990

Associates-Commercial Graphics
Southern Illinois University at Carbondale

1986

Bachelor of Arts-English
Creative writing and literature specialization
Southern Illinois University at Carbondale

design and produce for:

AB InBev
Mastercard
Sara Lee
Monsanto
Maritz (Honda / Acura)

Magic House
Missouri Botanical Garden
Children's Hospital
U.S. Army Corps of Engineers

Please Do Not Contact My Current Employer



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{Web Intern-Designer} Jupiter Studios | St. Louis, MO 10.2008 to 01.2010

Web internship turned into freelance design position

- Design and CSS coding of web pages. Maintenance to existing sites.
- Design and production of CD disc art, t-shirts, promotional materials and event support
- Helped kickstart Jupiter Creative Marketing
- Design of logos, spot graphics and illustrations
- Use of Final Cut Pro

{Senior Designer} Corporate Express Promotional Marketing | St. Louis, MO 10.1999 to 10.2002

Full design and 4-color production of B2B and B2C publications offering brand merchandise for major companies

- Design of 4-color publications, program logos, t-shirts, and marketing support materials
- Fluent in 4-color process production, color control, press checks and post production work
- Direction of photo shoots, photographers and stylists, including model and location selection
- Brought all projects in on time and 24% under budget per page
- Identified need. Drew vector illustrations for entire product offering. All prior comp work for studio had been pencil rendering. This made for more realistic comps and shorter transition to mechanical.
- Client contact, sourcing & purchasing

designed and produced for:

Honda	Nationwide Insurance
Owens Corning	UPS
Aeroquip	Marketing Support
Trane	

{Production Artist} May Merchandising Company | St. Louis, MO 03.1994 to 03.1999

Design and production job supporting multinational retail operation

- Design and production of printed POS matter
- Production of packaging, labels and hangtags
- QC evaluation of all printed matter
- Direction of photographers and stylists
- Created best practices manual to standardize placement of labeling elements on garments
- Managed trips to NYC office for showroom prep

{Senior Designer} Trendmasters | St. Louis, MO 12.1990 to 03.1994

Maximum challenge working for this startup toy company. I got to do a little bit of everything

- Design and production of packaging for holiday and seasonal toy programs - Christmas, Halloween, Easter, spring & summer and other "line-look" toy programs
- Design and production of POS materials, counter top demos, floor dumps & displays and end cap programs tailored for major retailers
- Product development, mock-up, mold-making, casting and then integration into packaging
- Managed personnel in product assessment and repair at K-Mart distribution centers nationwide