

# KEVIN CHAPMAN



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lincolnbeard.com

## Experience

### Entrepreneur Media

Position: Senior / Visual Designer

My position sits at the intersection of research and user experience design. I conduct and translate user research into design strategy. This manifests as research artifacts, information architecture, wire frames, and branding.

**December 2014 - Present**

### Graphitti Designs

Position: Art Director

Developed creative concepts, marketing and social media campaigns for new product launches (Gallery Editions and Convention exclusives). Oversaw all warehouse operations, monitored scheduling / time management for all tradeshows.

**August 2010 - December 2014**

### Silver Star Casting Company

Position: Art Director

Worked closely with CEO, marketing and sales teams. Created and implemented branding guidelines to align with business goals. Provided creative direction to a team of 3, coaching to improve output from design team and production teams.

**July 2007 - July 2008**

### White Brothers Racing

Position: Art Director

Designed for digital / print catalogs, apparel, event material and pop displays. Assisted in all creative concepts, marketing and social media for new product launches. Worked with Marketing team to develop / promote business to business and direct to consumers programs.

**July 2006 - July 2007**

## Education

### Bachelor of Arts Westwood College

Major: Visual Communications

Option: Graphic Design

**2001 - 2004**

## Skills

### Visual

Adobe Creative Suite

Photoshop

Illustrator

InDesign

### Editing

Adobe Premiere

### Prototyping

Adobe XD

Invision

Keynote

HTML / CSS