

Kenneth A. Stewart

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Portfolio - kenstewartdesign.com

Dedicated creative professional with experience in agency, corporate, and higher education marketing and communications. Director of branding and creative for small non-profits to multi-million dollar clients. Passionate and personable collaborator with junior design staff to executive level partners. Hands-on creator, or director of others who create. A lifelong student of design and aesthetics, and how they impact communication, sales, and business objectives.

EXPERIENCE

Ken Stewart Design

Principal, Art Director, Senior Graphic Designer

5/21 - PRESENT

Using my many years of experience to partner with clients to provide strategic, creative design and marketing solutions. From complete, daily design and marketing support for your company or organization, to helping on a project-by-project basis. Expert level in design software and production. Complete branding, marketing collateral, advertising, social media, website design, signage and display, packaging—whatever design or marketing challenge needing to be undertaken. My ultimate purpose is to research and apply design methods, principles, and frameworks to optimize and help clients reach their communication goals. Easy going and personable, I love to learn about new businesses and become a true partner.

Reagan Marketing + Design, Grand Rapids, MI

Senior Designer/Senior Art Director

10/97 - 8/03

9/06 - 5/21 (20-years)

Reagan Marketing + Design is an energetic, small group of marketing and design professionals servicing small to multi-million dollar clients. Single projects to complete marketing communication programs. Office furniture, healthcare, new product launches, business start-ups and non-profits. Design or art direction for marketing communication materials (print, digital, video) events, showrooms and any client need.

- » Founding design staff member of newly created internal design department in early years of agency
- » Excel working in a team environment or independently
- » Multiple projects with varied complexity and budgets on tight deadlines
- » Leadership in projects from initial brainstorming through final production
- » Hands-on expert level in Adobe Creative Suite (InDesign, Illustrator, Photoshop)
- » Presentation of creative concepts and proposals to internal and external clients, and new business prospects
- » Art direction and hands-on creation or maintenance of existing client branding and standards including identity, print, digital, websites, advertising, signage, tradeshow, events, showrooms, and more
- » Coordination and oversight of internal and external resources including copywriters, freelance designers, illustrators, photographers, print production, web developers, display and sign fabricators
- » Extensive art direction of photoshoots including models and product
- » Supervision and art direction of junior design staff, interviewing and selection of additional design staff

Abilene Christian University, Abilene, TX

Senior Graphic Designer

8/03 - 9/06 (3-years)

Abilene Christian University is a private university that maintains its own internal creative services department. All communications and marketing for the university is conceptualized and created by the creative services team.

- » Worked directly with internal clients including admissions, development, alumni relations, athletics and various academic department to fulfill a large variety of graphics requests while maintaining established branding initiatives
- » Developed graphic direction, standards and created artwork for centennial year initiatives over three year period
- » Oversight and design for all campus signage maintaining university standards and ADA guidelines
- » Design and production of large format displays and signage for interior and exterior use
- » Involved in projects from initial brainstorming through final production, including presentation to university groups and committees
- » Art direction of campus photoshoots
- » Art direction and supervision of student graphic designers

X-Rite, Incorporated, Grand Rapids, MI

Graphic Designer/Art Director

10/94 - 10/97 (3-years)

- » Responsible for creative interpretation; translated into design, layout, typeset and markup, computer mechanicals, photography, illustration, production notes and paper stock.
- » Extensive work in creating tradeshow graphics for the companies 90+ shows per year
- » Worked with internal product managers to create effective product literature and tradeshow graphics for a number of markets (photo, printing, digital imaging, medical, retail paint, industrial color)
- » Art direction of product photoshoots
- » Responsible for outside vendor contact, including securing quotations for vendor services
- » In-depth learning experience in color calibration and measurement, and how it impacts production

Martin Windsor & Associates Inc., Grand Rapids, MI

Art Director

10/93 - 10/94 (1-year)

- » Oversight and creation of all creative design for agency, working with internal copywriters
- » Worked extensively with international accounts which required multiple languages in layouts
- » Set-up and management of design department computers and software

Spartan Stores Inc. Grand Rapids, MI

Graphic Designer

1/90 - 10/93 (4-years)

- » Retail account representative for Spartan's largest account, D&W Food Center. Responsible for all design, layout, and organization of weekly 8-page, 4-color ad, weekly newspaper ROP advertising, newspaper ad reservations and placement, brochures, store signage
- » All creative design and client contact for retail group account consisting of 12 Spartan member stores
- » Design, layout and organization of monthly 4 color corporate and Detroit Ad Group promotions, which included over 70 retail accounts
- » In-depth experience/education in pre-press and printing, working with in-house print shop
- » Professional training on Macintosh systems and software

SOFTWARE

- » Expert level in the following programs: Adobe Creative Suite (Adobe InDesign, Adobe Illustrator, Adobe Photoshop, Adobe Acrobat). Experience with: Adobe After Effects, Microsoft Office
- » Expert level in photo-retouching, color correcting and image manipulation in Adobe Photoshop

RECOGNITION

- » Recipient of numerous design awards including; local, regional, district, and national Addy's
- » Appleton Papers U360 award winner
- » Numerous CASE Awards (Council for Advancement and Support of Education)
- » Artist of the Year, Rochester University, Rochester Michigan

VOLUNTEER AND SIDE PROJECTS

- » 10-year art direction and design for Christian Association for Psychological Studies (CAPS)
- » Branding and communications for Southern Hills Church of Christ, Kentwood Christian Church, Plainfield Christian Church
- » Grand Rapids AAF Addy judge, board member
- » Presenter for Kendall College of Art and Design interiors class
- » Chosen designer for new press promotion for Multi Packaging Solutions
- » Chosen designer for new press promotion for Commercial Printing Company

EDUCATION

- » Kendall College of Art and Design, Grand Rapids, MI; BFA, Major: Visual Communications/Illustration