

Kevin Evans

Graphic Designer



415.827.3162



design@cloudchamber.org



www.cloudchamber.org



San Francisco

EXPERTISE

Expert in the Adobe Creative Suite:
Photoshop, Illustrator, InDesign,
After Effects, Dreamweaver

10 years experience in International
Corporate Tech marketing - display
ads, social assets, animated ads,
video editing, HTML, CSS3

Expert in Print Design, having
worked for 5 International
Publishing companies - extensive
experience with color profiles and
working with international vendors

EDUCATION

**CALIFORNIA INSTITUTE
OF THE ARTS - CalArts**

BACHELOR OF FINE ARTS

Music Composition
with additional courses in
Design, Film and Art History

Studied Classical Guitar under
Miroslav Tadić

Studied Composition under
Stephen "Lucky" Mosko, Barry
Schrader and Earle Brown

SUMMARY

Highly motivated, multi-talented senior graphic designer working in tech industry marketing, responsible for developing strategic collateral for multiple campaigns, following Brand guidelines, with solid problem solving skills and in-depth know-how. Equally experienced in both digital and print media. Known for meeting tight deadlines and managing many projects simultaneously. Open to challenging opportunities where dedication, knowledge and a resolve to exceed expectations are paramount.

EXPERIENCE

AUTODESK INC., San Francisco, CA 2013 - present

Senior Graphic Designer and Producer for the AutoCAD Portfolio Campaign Development team. Responsible for developing online marketing assets for key global campaigns. Designed hundreds of international high-profile banner ads, both static and animated HTML5 banners, and Social media assets; coded and tested online assets for campaigns in ExactTarget, Marketo and Drafter email marketing platforms, fully responsive across all devices. Created several campaigns using dynamic content of up to twelve different localizations/languages. Video edits and localizations of campaign video ads. Design of the very successful Line// Shape//Space monthly blog newsletter; email invites for special events at Autodesk University and print ads that appeared in USA Today. Art directed campaigns while working with Marketing heads, Brand, and Legal departments. My reputation for being creative, precise and demanding has resulted in other departments seeking me out for work with their campaigns.

**GLOBAL PSD/CHANNEL PHOTOGRAPHICS,
San Rafael, CA 2012 - present**

Design of several high-end photographic and architectural books for a prominent international publishing company, including the recent high-profile release, THE FUNK QUEEN; layout and design of a 3-volume book set, 40 GAVELS, a history of the US labor movement, with over 1500 pages and restoration of over 1000 sourced historical images - this work has won the NIEA Award for Best Biography in 2018, Indie Book Awards - Winner Overall Design, American BookFest - Winner Interior Design, MIPA Awards - Finalist Interior Design; Design and layout of the Art book LEAP INTO THE BLUE, by photographer and artist Jean Paul Bourdier; and many others. I also gained expert production skills working directly with international vendors, color profile solutions, and complex printing trouble-shooting.

(continued)

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INTERESTS

I have studied music composition and guitar for a major part of my life. At CalArts, I had the distinction of studying with many great composers, including the notable John Cage, for whom I performed one of his compositions under his direction. I have written pieces for many ensembles and founded the eclectic band Azigza, which achieved some acclaim in progressive rock and world music. We recorded and toured with the Nigerian Talking Drum master Rasaki Aladokun from King Sunny Adé fame. We also recorded with the brilliant singer Jon Anderson from the band YES. I have found that my experience in music composition has informed my graphic design.

I enjoy traveling around the world. These mind & soul-expanding experiences of culture, languages and beautiful people with amazing historical traditions have enriched my life and work.

Hiking in California & visiting National Parks is not only a life-changing experience for me, but also a fresh artistic reset of focus.

EXPERIENCE (continued)

PINNACLE PRODUCTION GROUP, San Jose, CA 2010 - present

Design, development and implementation of high-end corporate event collateral. Collaboration with event planners, set designers, and many types of vendors, creating event mock-ups, large-scale signage, table layouts, booth design, posters, invitations, slide presentations, online invitations, brochures & conference agenda booklets, event badges, t-shirts, dance floor decals, stage design mock-ups. Events include the 2014 and 2015 HTC HealthTech Conferences - San Mateo County Event Center; Sarcoma-Oma Foundation Annual Gala events, Comedy Club benefit, and other benefit events, 2015 - 2022 - held at venues such as The San Francisco Fairmont Hotel, Four Seasons Hotel San Francisco, Laugh Factory Hollywood, The Spinnaker, Sausalito, etc; Jewish Sports Hall of Fame annual events.

FIVE PUBLISHING COMPANIES 2010 - present

I have designed books and done intensive production work for five international publishing companies, all which have given me a depth of experience:

Global Printing Sourcing and Development	San Francisco, CA
Channel Photographics	San Rafael, CA
Oro Editions	Novato, CA
Re-naissance Agency	Corsica
ASDavis Media Group	San Francisco, CA

WINES OF AMERICA 2005 - 2020

Design of wine labels, website, brochures and publicity collateral for a Swiss company famous for exporting wines of America to Europe.

BAPTISTE POWER OF YOGA 2005 - present

Website design, brochures, flyers and emails for a prominent yoga teacher. Publicity for international retreats, conferences, and classes.