

# KYLE STRAHL



## PROFILE:

As a highly qualified and multitalented Design Consultant with growing success in advertising and visual communications, I am eager to collaborate with an innovative company. Through seven years of design and consulting experience I have been involved in the design process from conception and strategy through production and distribution. Represented by an extensive concrete portfolio and professional standards, I am driven to establish fresh design strategies that move clients towards their vision and marketing goals.

## EXPERTISE:

Graphic Design, Art Direction, Strategy, Production, Conception, Branding, Layout, Collateral, 3D Models, Trade Show Graphics, Photo Retouch, Large Format Design, Web Design, Flash, Interior Design, Project Management and Product Packaging.

## APPLICATIONS:

MAC OSX; Windows: 2000, XP, Vista; CS4: Photoshop, Illustrator, InDesign, Dreamweaver, Flash; Acrobat; Keynote; Microsoft Office 2008: PowerPoint, Word, Outlook; iMovie; Magix Music; Garageband.

## CLIENTS:

Accubook Pro	Keratin Complex
AIDS Walk Atlanta	Maynard Electric
Assurant Solutions	Mobius Therapeutics
Atlanta Ballet	MSTSD
Atlanta HIDTA Department	Nicol Capital
Atlanta Pride Committee	Solomon Says Inc.
Cancer Wellness Center	Southern Jet
Cortex International	Southern Web Group
Deardorff Communications	Sprint
Donna Jean Entertainment	Trinity Massage & Aesthetics
Kennesaw State University	The Law Offices of Sam Maguire, Jr., P.C.

## EDUCATION:

The Art Institute of Pittsburgh, Associate of Science, Graphic Design  
Courses of study: Design, Color Theory, Typography, Layout, Print Production  
GPA: 4.0

KEYLAYDESIGN.COM 

**EXPERIENCE:***Keylay Design (Atlanta) | Freelance Project Manager/Designer | 9/07–Present*

Work with clients to strategically explore target markets  
Create timeless brands that cater to small businesses and individual portfolios  
Design product packaging for upscale haircare lines  
Generate print ready collateral for production  
Coordinate web designers to program PSD templates into flash and html content  
Manage copywriter to create tag-lines and web content

*Deardorff Communications (Atlanta) | Lead Graphic Artist | 5/07–Present*

Create and develop brand strategies and collateral  
Devise creative solutions with design team, copywriter and creative director  
Generate print-ready files for magazines, collateral, direct mail and brochures  
Design and animate flash web banners for client sites and advertisements  
Conduct press checks and finalize proofs

*Solomon Says, Inc. (Atlanta) | Freelance Graphic Artist | 5/07–Present*

Create various marketing promotions and displays  
Revise brand image for the Atlanta Ballet at Cobb Energy Centre  
Design flash banners and brand identity for KSU's Coles College of Business

*Southern Web Group (Atlanta) | Freelance Web Artist | 4/07–Present*

Produce Photoshop web concepts for client proposals  
Consult client on interior design essentials  
Generate digital elevation views and design elements of client's office space

*Donna Jean Records (Decatur) | Freelance Graphic Artist | 4/06–6/08*

Design corporate logos for three branch divisions  
Produce CD jewel cases and booklets for vocal artists  
Create artist iTunes banner

*The Law Offices of Sam Maguire, Jr., P.C. (Atlanta) | Marketing Exec. | 8/02–5/07*

Oversee design team's marketing board  
Launch integration of innovative ways to graphically advertise the law firm  
Act as liaison between the law firm, clients and lenders

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to access and download my design portfolio