

Kevin Gamble

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I am a creative, resourceful, analytical, and detail-oriented designer and communicator with extensive experience in both print and online settings. I am committed to excellence in visual design, typography, and the impact of design in supporting communication goals. I possess excellent verbal and written communications skills. I'm comfortable working independently or with groups and working under deadlines. I'm an established leader and supportive team player, with a good sense of humor and desire to succeed and help others succeed. I wish to direct my talents and energy into situations with meaningful and beneficial social and cultural impact.

Professional Experience

State Farm Insurance Companies | July 1998–present

Graphic designer and communication specialist. Roles include magazine design and art direction, graphic design for print and online projects, intranet design and management, communication planning and strategy, application of and compliance with company branding guidelines, informational graphics design, digital photography, and more. My roles and tasks include:

- Art director/sole designer for six-year run of monthly magazine with circulation of 6,200
- Designing layouts, templates, typography, information graphics, and photos, while maintaining and developing company brand guidelines and standards
- Design of graphics for print and online use: logos, charts/graphs, maps, illustrations, diagrams
- Design and layout for promotional and informational materials related to events, meetings, and company initiatives
- Writing and editing for print and online publications
- Ongoing communication strategy work that involves oversight of and working with a variety of team members and sources
- In charge of intranet operations for a five-state area; role is both administrative and hands-on (coding HTML/CSS, creating graphics, managing and maintaining sites)
- Interface design for web-based applications and web forms
- Leading teams, participating in hiring process, and working with all levels of organization
- Teaching classes and giving oral presentations
- Singled out for recognition by company chairman and CEO

Columbia Art League | January 2009–present

Graphic design for all CAL print promotional pieces, including art show promotional mailings, informational brochures, magazine ads, programs for major events (e.g., Art in the Park), and membership cards.

Skills

Software: Photoshop, InDesign, Illustrator, Fireworks, Dreamweaver, Microsoft Office, QuarkXpress, Acrobat

Operating systems: Windows and Macintosh—14 years of daily experience with each

Print design: Magazines, promotional materials, financial reports, event programs, educational texts, information graphics, logos, brand/style guides, illustration (technical, artistic, cartoon), digital photography & photo editing

Web design: HTML, CSS, interface design, graphics, JavaScript, PDF optimization

Communication: Strong written and verbal skills, journalistic and technical writing and editing

Administrative/strategic: Leading a team, supervision/evaluation, information architecture, research, usability, cost/benefit, communication plans and strategy, hiring

Continued

Main Squeeze Natural Foods Café | *January 2007–present*

Complete redesign of Main Squeeze Web site, including HTML and CSS coding, graphics, writing/editing, and photo editing. Incorporation of blog, Facebook, and Twitter sites into main Web site. Technical advising and consultation. *main-squeeze.com*

Columbia's Real Food Co-Op | *January 2010–September 2010*

Creation of printed promotional materials (flyers, handbills, membership forms) and Web site for cooperative grocery startup, including HTML, CSS, writing & editing, graphic design and layout, and technical consulting.

Sierra Club, Osage Group | *January 2007–January 2010*

Creation of group Web site, including HTML and CSS coding, writing/editing, photography/photo editing, and creative adherence to national Sierra Club style guide. Regular maintenance of site through 1/2010; subsequently available for technical support and guidance as needed. *missouri.sierraclub.org/osage*

Mid-Missouri Collaborative & Cooperative Law Association | *January 2007–June 2007*

Creation of Web site for local law association dedicated to collaborative dispute resolution. Involved HTML and CSS coding, graphic design, and technical training of association members to maintain site. *mmccla.org*

Missouri Insurance Coalition | *December 1997–July 1998*

- Web, interface, and graphics design; technical training
- Design of MIC's web site: interface concept and design, production of graphics and HTML coding
- Creation of extensive PDF document library
- Training of MIC personnel to maintain their site, *moinsurancecoalition.com*

Missouri Hospital Association | *December 1997–July 1998*

- Web, interface, and graphics design
- Complete redesign of MHA's web site, including interface concept and design, production of graphics and HTML coding

Management Information Systems, University of Missouri | *May 1997–July 1998*

- Graphics and interface design
- Interface, graphics and HTML/JavaScript coding for UM System-wide accounting Web pages

Instructional Materials Laboratory, University of Missouri-Columbia | *April 1997–July 1998*

- Technical illustration, print design, logo and promotional design
- Layout, design, and typography for educational materials (textbooks, workbooks, posters, calendars)
- Technical illustration for printed materials (freehand drawing, vector graphic conversion and computer graphic creation)
- Graphic design and HTML coding for Web pages
- Logo and promotional material design
- Design of graphic elements for multimedia CD-ROM presentations

Education

Bachelor of Arts, University of Missouri-Columbia, 1994. Major: Art (concentration in anatomical illustration, with studies in design), Minor: French. Graduated *summa cum laude*.

References (*contact information available upon request*)

Diana Moxon, Executive Director, Columbia Art League

Leigh Lockhart, Owner, Main Squeeze

Christi Price, Public Affairs Assistant Manager, State Farm Insurance