



RESUME

Summary

Creative, accomplished Senior Art Director/Designer with over sixteen years in the marketing communications, graphic design, information technology and advertising spaces. Experience conceiving and executing advertising/marketing campaigns for higher education, technology, government and non-profit organizations, financial services, commercial development and global and Fortune 500 companies. Big picture visionary, strategic thinker, proven team leader. Solid professional and project administrator/client advocate with excellent interpersonal and communications skills.

Reston, VA
Sept 2015 – Present

Ken Perkal Design Principal | Creative Director/Senior Art Director/ Designer

Creative direction and direct management of a full service design studio specializing in overall image development. Creative direction, art direction and graphic design.

Project management responsibilities include cost estimating and contract negotiations.

Works directly with clients gathering requirements, giving presentations, and overseeing the full life cycle of each project.

Responsible for hiring creative talent and managing resources.

Portfolio covers marketing communications for computer technologies, financial and industrial corporations, commercial development, educational institutions, non-profit organizations and consumer accounts. Direct client presentation of original conceptual ideas and marketing messaging.

Servicing clients directly, through design/advertising agencies and corporate in-house marketing communications departments.

Also provided art direction, graphic design, copywriting and illustration.

Responsible for the supervision of junior design staff as well as all deliverables.



Washington, D.C.

March 2015 – Sept. 2015

Blackboard, Inc.

Senior Art Director/Designer

Responsible for concept, design and production for Blackboard Inc. corporate website(s), (redesign for North America and International websites). Online digital marketing for the company's enterprise level adaptive/responsive website(s).

Develop and coordinate projects from concept to finished art for web, tablet and mobile platforms.

Work directly with Web Director and project management staff.

Production management responsibilities include production coordination and deliverables working within an agile team methodology as well as maintaining job files.

Reston, VA

Feb 2013 – April 2014

Siteworx, LLC

Senior Art Director/Designer

Complete company re-branding: Responsible for concept, design and production for multi-channel online digital marketing including the corporate website, print collateral and sales presentation materials.

Develop and coordinate projects from concept to finished art for multi-channel: web, mobile and print.

Work directly with C-Level, VP level and support staff.

Art Direction of marketing team of 4-junior designers and production support staff.

Production management responsibilities include production coordination with various vendors on event, advertising and collateral materials. Art direction with web/mobile developers. Production also includes digital proof and printing supervision as well as maintaining job files.



Reston, VA
San Diego, CA
Feb 1998 – Feb 2013

Ken Perkal Design
Principal | Creative Director/Senior Art Director/ Designer

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Works directly with clients gathering requirements, giving presentations, and overseeing the full life cycle of each project.

Responsible for hiring creative talent and managing resources.

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Servicing clients directly, through design/advertising agencies and corporate in-house marketing communications departments.

Also provided art direction, graphic design, copywriting and illustration.

Responsible for the supervision of junior design staff as well as all deliverables.

Boise, ID
Aug 2008 – Apr 2011

PBZ, Inc.
Senior Art Director/Designer

Responsible for concepting, design and production on advertising and marketing campaigns for State of Idaho, Dept. of Health & Welfare and other Non-Profit organizations.

Developed and coordinated projects from concept to finished art for digital and print platforms.

Direct client presentation and project management.

Art Direction of designers, illustrators and photographer photoshoots as needed.

Production management responsibilities included production coordination with various vendors on all print and digital advertising/marketing materials, as well as billing of clients, maintaining job files.



KEN PERKAL DESIGN

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EDUCATION

California Polytechnic State University, B.S. Art, Concentration in Design

SOFTWARE SKILLS

Adobe Cloud: Adobe InDesign, Adobe Illustrator, Adobe Photoshop, Adobe Acrobat,
Microsoft PowerPoint, Microsoft Outlook, Microsoft Word

REFERENCES

Upon Request