



RESUME

Summary

Creative, accomplished Senior Art Director/Designer with extensive experience in the marketing communications, graphic design and advertising industries. Skilled at conceiving and executing advertising/marketing campaigns for higher education, technology, government and non-profit organizations, financial services and commercial development for global, Fortune 500 companies. Big picture, strategic thinker and proven team leader. Solid professional project manager, client advocate with excellent interpersonal communications skills.

Ashburn, VA

Nov 2021 – Current

Freelance Creative Director/Senior Art Director/Designer

- Project management including cost estimating and contract negotiations.
- Work directly with clients gathering requirements, giving presentations and overseeing the full life cycle of each project.
- Responsible for hiring creative talent and managing resources and deliverables.
- Direct client presentation of original conceptual ideas and marketing messaging.
- Servicing clients directly, through design/advertising agencies and corporate in-house marketing communications departments.
- Provide art direction, graphic design, copy writing and illustration support.
- Supervising in-house design staff and outside vendors (copywriters, illustrators, photographers, printers, etc.).

Reston, VA

Sept 2019 – Nov 2021

HunterLab (Hunter Associates Laboratory, Inc). Senior Art Director/Designer

- Responsible for conceiving, design and production on all advertising and marketing campaigns and projects. Initializing and maintaining corporate Style Guide standards for all internal and external communications.
- Developed and coordinated projects from concept to finished art for digital and print platforms.
- Direct C-level 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 maintaining creative marketing department job files.



Washington, DC

March 2017 – July 2019

National Law Enforcement Museum (NLEM)

National Law Enforcement Officers Memorial Fund (NLEOMF)

Senior Art Director/Designer

- Museum Brand Identity, development and implementation for internal and external outreach programs. Produced Style Guide standards for new brand.
- Museum Brand/marketing campaign launch and “Grand-Opening” event.
- Memorial Fund (NLEOMF) Re-branding, development and implementation for internal and external outreach programs.
- Responsible for all concept, design and production of multi-channel online digital marketing, including the corporate website, print collateral and sales presentation materials for both divisions.
- Develop and coordinate projects from concept to finished art for multi-channel: web, mobile and print applications.
- Coordinate directly with C-Level, VP-level, Stakeholder and support staff.
- Art Direction of creative marketing team junior designer and production staff.
- Production management responsibilities include production coordination with various vendors on event advertising and collateral projects. Digital proof and printing supervision as well as maintaining job files and digital assets.
- Art direction with in-house web/mobile developer. Additional Museum (NLEM) building way-finding signage design and production.

Washington, DC

March 2015 – June 2016

Blackboard, Inc.

Senior Art Director/Designer

- Responsible for concept, design and production for corporate websites. Re-design for North America and International website platforms. Online digital marketing for the company’s enterprise level adaptive/responsive websites.
- Develop and coordinate projects from concept to finished art for web, tablet and mobile platforms.
- Collaborate directly with Web Director and project management staff.
- Production management responsibilities for coordination and creation of deliverables working within an agile team methodology.
- Maintaining marketing job files and brand assets.



Reston, VA
Jan 2013 – Jan 2015

Siteworx, LLC
Senior Art Director/Designer

- Complete company re-branding: Responsible for concept, design and production of multi-channel online digital marketing, including the corporate website, print collateral email and sales presentation materials.
- Develop and coordinate projects from concept to finished art for multi-channel: web, mobile, print and email.
- Work directly with VP-level and support staff.
- Art Direction of creative marketing team of four junior designers and production support staff.
- Production management responsibilities include production coordination and various vendors on event, advertising and collateral materials. Art direction with web/mobile developers. Digital proof and printing supervision as well as maintaining job files and digital assets.

Boise, ID
Aug 2011 – Aug 2012

PBZ, Inc.
Senior Art Director/Designer

- Responsible for conceiving, design and production on advertising and marketing campaigns for the State of Idaho, Department of Health & Welfare account and other statewide 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.

San Diego, CA
Feb 2010– Aug 2011

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

- Creative direction and direct management of a full-service design studio specializing in overall brand image development and marketing communications. Offering creative direction, art direction and graphic design disciplines.
- Servicing clients directly and through marketing/advertising agencies and corporate in-house marketing communications departments.



KEN PERKAL DESIGN

43444 Apple Orchard Sq
Ashburn, VA 20148

Eml: e.perk@yahoo.com
Tel: 619.508.6933
kenperkaldesign.com

EDUCATION

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

SOFTWARE SKILLS

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

MARKETING/CUSTOMER RESOURCE MANAGEMENT PLATFORMS (CRM)

Basecamp, Jira, Smartsheets

EMAIL MARKETING PLATFORMS

Sitecore, Constant Contact

REFERENCES

Upon Request