



jeff k | CREATIVE DIRECTOR+ART DIRECTOR+DESIGNER

Hands on Design Lead who still likes to get his hands dirty. My primary interest and passion is design in both traditional and new media. Typography, architecture, magazines, interior design are my inspiration. 15+ years experience of design/creative leadership in and not limited to retail, branding, publishing and luxury hotel/residences. Help clients develop and solve creative solutions, mentor creative talent while maintaining own design projects. Highly organized and enjoys creating work processes that improve efficiency without sacrificing aesthetics. Excellent verbal and communication skills. Proficient in Mac and its software.

01 | FREELANCE CREATIVE DIRECTOR + DESIGNER | 2007-present

02 | CREATIVE DIRECTOR :: MCGUIRE AND ASSOCIATES | 2007

Coral Gables/Florida: mcguirecompany.com : McGuire is an Advertising and Marketing firm for high-end real estate. Developed concepts, campaigns and packaging for new and existing clients. Researched and found talent for photoshoots. Worked closely with production, designers and account executives. Met with existing and potential clients.

03 | CREATIVE DIRECTOR :: PURE RED CREATIVE | 2006-2007

Atlanta/Georgia: Pure Red, the creative division of GA Communications, is a retail/branding creative agency. Worked with a number of designers, production artists, account managers, stylists, photographers, set designers and Art Directors. Helped established production procedures for both art and photography studio, supplied input on budgets and reviews. Created and directed concepts and final product.

04 | ASSOCIATE CREATIVE DIRECTOR :: AVANTI-ST IVES | 1989-2006

Miami/Florida: Avanti-St Ives is a design print firm that serves the total creative production of the catalog and magazine publication industry: concept, copy, graphics, photography and printing are effectively integrated under one roof. As assistant creative director I have had the opportunity to lead a variety of still and fashion photographers, stylists, hair and makeup artists, models, designers, art directors, account managers and coordinators. Traveling to meet with client to express ideas, strategy planning, presenting concepts, listening to their concerns and solving creative problems is part of my position.

education | ART INSTITUTE OF FORT LAUDERDALE | 1983-1985

published | letterhead and logo design 9; rockport

awards | SELF PROMO/COLLATERAL

Silver :: 2005 Miami Addys
Gold :: 2005 Ft Lauderdale Addys
Gold :: 2005 West Palm Addys
Judges Choice :: 2005 StoraEnso Paper