

KYLE D. WINTERS

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Experienced Graphic Designer

CREATIVE STRATEGY | BRAND DEVELOPMENT | MULTI-MEDIA PRODUCTION

Highly creative, award winning Graphic Designer with a proven track record in delivering innovative design solutions across multi-media marketing, print and digital design. Experienced in working on a broad range of projects including marketing literature, websites, social media, packaging and video production, from concept to completion. Recognized for ability to rapidly establish positive and productive relationships with vendors and key stakeholders, enabling effective management of project production. Possess capacity to manage project budgets and resources, consistently delivering projects on time and to exemplary quality standards.

Professional Experience

GRAPHIC DESIGN LEAD FEB 2017 – PRESENT

DELPHI TECHNOLOGIES, TROY, MI

Provide design direction to the company's global brand and communications team. Responsible for advertising campaigns, art direction, photography direction, digital guidelines, and app development. Design deliverables included: display ads, websites, trade show displays, and collateral, maintaining brand guidelines.

FREELANCE

SEPT 2016 – FEB 2017

WEB & GRAPHIC DESIGN SERVICES

Applied creativity, vision and leadership supporting businesses, transforming branding, marketing and merchandising objectives into creative solutions. Provided direction and management of projects from initial conception through to completion ensuring adherence to client objectives and brand. Implemented logo design, website design, package design and brand development.

- Developed website layouts and graphics for Solutio's client base, implementing Divi Theme WordPress HTML and CSS layouts.
- Spearheaded marketing and email campaigns for Hotheads and Hairtalk leveraging social media to improve engagement.
- Generated quality artwork for DXRacer advertising a wide range of gaming chairs.
- Created artwork, product packaging and brand development for Eden Foods, launching Easy and Organic Food Delivery System.

MARKETING/DESIGN SPECIALIST

DEC 2014 - SEPT 2016

HINO TRUCKS, NOVI, MI

Played an integral role applying creative and strategic insight to drive innovative development of sales, marketing and communication material for traditional print, digital and multi-media platforms. Utilized marketing, communications and business acumen to manage marketing programs targeting international sales and alignment with marketing/brand strategy. Contributed significantly to the elevation of company's bottom-line.

- Worked closely with internal and external clients to define concepts and objectives, to formulate effective, unique

design solutions.

- Collaborated with sales and marketing, delivering creative designs and content for sales literature such as brochures, product data sheets, case studies, presentations and newsletters.
- Conceived, created and managed production of promotional materials for trade shows and events including video and banner/digital displays.
- Effectively steered branding merchandise consistency including supporting online merchandise management, ensuring website/brand alignment.
- Drove success through management of international dealer marketing, managing marketing program implementation, including approval of Co-op funds for advertising, and distribution of announcements to dealers.

FREELANCE

MAY 2012 – DEC 2014

WEB & GRAPHIC DESIGN SERVICES

Demonstrated talent in contributing astute graphic design working with companies on defining creative strategies that ensure achievement of marketing and branding objectives. Worked on a range of diverse projects and campaigns that included logo design, website design, Package design and brand development.

- Collaborated with a copywriter and two photographers on the creation of Found Elements, initially established to brand and promote an art show, but which has extended into a portal enabling people to interact with art shows and a vehicle generating collaborations and creativity.
- Worked with Rustic River Kettle Corn to define strategies to successfully promote and establish product as an all-round gourmet popcorn: Developed and presented unique creative concepts and marketing strategies including packaging that effectively conveyed brand and product message, resulting in increased sales.
- Defined and steered creation of objectives and creative solutions for Delta Psychological & Neurobehavioral Services, supporting the achievement of company's goals, successfully improving visibility of services.
- Developed highly successful strategies supporting Drop Anchor Downtown, an umbrella campaign for local business in Downtown Bay, MI: Designed new logos, social media campaigns and wearable branded merchandising.
- Developed branding strategy for Psychic in the Cities, promoting the organization as a professional brand, resulting in expansion of its appeal and recognition, including invitation to guest on KFAI Womenfolk Rdion and participation in an independent film production 'Lost in Sunshine'.

Education & Certifications

CENTRAL MICHIGAN UNIVERSITY

Bachelor of Science

Major: Philosophy; Minor: Advertising

BRAINCO MINNEAPOLIS SCHOOL OF ADVERTISING & INTERACTIVE DESIGN

Certificate in Art Direction/Graphic Design, 2011

DELTA COLLEGE

Associates of Arts – Liberal Arts

Computer Skills

InDesign CC; Photoshop CC, Illustrator CC; Adobe Acrobat 11, Dreamweaver
MS Word, Excel, PowerPoint, Outlook

Awards

American Graphic Design Award, 2015

Hino Tow Truck Wrap

Hino Trucks Elite Event Prague Logo.