

Effective packaging+print+web solutions are his goal. A Graphic Designer with 20+ years of professional experience, Kevin is passionate about producing innovative designs that attract attention, drive responses and create an experience. Adept in conceptual development, branding, packaging, print collateral, website design, digital asset creation, corporate identity, photo manipulation, print advertising and trade show booth graphics.

SPECIALTIES

- ★ Adobe CS: Photoshop, InDesign, Illustrator, Dreamweaver, Keynote, Microsoft Office
- ★ Brand Creative and Management, Project Management, Problem Solving
- ★ Responsive Website Design, CMS-Wordpress, HTML5, CSS, Google: Sites, Analytics, Adwords

EXPERIENCE

1995 to Present | Kevin Propper Design

Increase brand awareness and improve retention by combining strategic thought, creative concepts, and innovative design with a deep understanding of web and print standards allowing the vision to be carried from idea to realization.

RECENT PROJECTS

September 2013 to Present | Nordaq FRESH Water, Newport Beach

Art Direction | Branding | Trade Show Display | Database Website Development

- ★ Designed and created brand assets for product launch
- ★ Designed and produced a custom die cut bottle hanger securely attaching a pre-charged swipe card to a branded reusable bottle.
- ★ Marketing materials: POS banners, free-standing water fountain and counter top dispenser wraps, labels, water card & table talker
- ★ Created a 3300 user database website accessed by event attendees thru a secure login

November 2013 to May 2014 | Casco Contractors Incorporated, Irvine

Print Collateral | HTML Content Updates | Presentation Graphics | Signage

- ★ Designed and produced 24 page capabilities brochure for online distribution and digital print
- ★ On-boarding Powerpoint presentation for new hires
- ★ Created brand assets: Corporate Logo and Logotype, e-mail Signature, Business Card
- ★ Developed a Wordpress CMS Website, quantified site traffic via Google Analytics

March 2008 to Present | Bumm Wrap, Newport Coast

Product Development | Brand Creative | Art Direction | eCommerce Website

- ★ Tested product viability by interacting and demonstrating its use to a targeted market
- ★ Sourced fabric, jacquard/textile design, problem solving working with Velcro, establish quality standards, source off-shore manufacturing and order fulfillment.
- ★ Launched Bumm Wrap brand at Action Sports Retail Trade Show in San Diego.
- ★ Created: brand identity, naming and tag line creative, logo and ancillary assets. Art direct location and studio photo shoot, website design+coding+deployment, trade show booth design, collateral materials, display ads, promotional items, hang tags and stationery.

January 2006 thru December 2006 | CB RICHARD ELLIS, Newport Beach

Assistant Real Estate Analyst, Valuation and Advisory Services

- ★ Fact finding and property research including: title and property ownership history, local, regional and statewide area analysis, establish/initiate document creation, research property taxes, establish and maintain comparable property data, write concise comparable property summary as it relates to the subject property, obtain plat, neighborhood and regional maps.
- ★ Education: Appraisal Institute

CONTACT:

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HOBBIES:

*fishing, camping,
surfing, cooking and
entertaining, home
improvement*

EDUCATION:

BA in Art

Cal State Fullerton