Russell A. Kern

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I am an award-winning creative director, designer, illustrator. animator, and educator. Over my career, I have worked with some of the nations leading Fortune 500 Companies in the automotive, hardware/homecenter and healthcare fields. I conceive and execute B2B and B2C promotions, incentives, and brand programs that are not only compelling, but strategicly sound, and drives sales at all points along the sales chain.

Professional Experience

Adjunct Graphic Design | University of Mount Union | January 2023 - Present

» Part-time position teaching intro to Graphic Design

» Instruct on basic principals and theories of graphic design.

» Prepare lectures and assignments that teach basic principals and then back those lectures up with exercises and assignments to reinforce and develop them through practical application and practice.

» Maintain accurate student records and communication through DL2 Brightspace

Special Lecturer | University of Akron, Myers School of Art | August 2021 - Present

» Part-time position teaching an entry level Production 1 course, focusing on Adobe Illustrator, InDesign and Photoshop

» Prepare lectures, exercises and assignments that give students the base they need to succede in their upper level courses

» Maintain accurate student records and communication through DL2 Brightspace

Adjunct Instructor | Malone University | January 2022 - June 2022

» Part-time position teaching an entry level Art 1 course, focusing on Adobe Illustrator, InDesign and Photoshop in 2, 1 hr 15 minute classes each week fo the semester

» Prepare lectures, exercises and assignments that give students an introduction to industry standard software and provide the base they need to succede in their upper level courses

» Maintain accurate student records and communication through Moodle LMS

Creative Director / Owner | Kern Creative Design Associates | March 2021 - Present

» Produce logo & other identity design for a variety of small businesses, churches and start-ups

» 2D animation, motion graphics and video for web and social media

» 3D modeling, illustration, and animation for video for web, social media, holograms, and other interactive media

» Create compelling website design and artwork

» Develop websites through the use of modern CMS's and original programming as necessary

» Nurture business relationships and seek out new work

Creative Director | **ST&P Marketing Communications, Inc.** | **June 2008 - March 2021**

» Provided leadership, mentoring and direction to all various disciplines within the agency

» Developed and supervised the execution of creative print and interactive/digital campaigns from initial concept through execution; ensuring adherence to strategy and schedule

» Set standards for design and consistency of voice across all produced print, digital and interactive communications material

» Provided project management and job prioritization, so that the creative team had a clear vision of the project or tasks at hand

» Maintained awareness of current and new technologies that enhanced the effectiveness and delivery of brand messaging and position

» Communicated and collaborated with sales team to identify strategic direction and created effective, integrated programs for clients that met objectives and reached targeted audiences in a well-defined manner

» Collaborated with rest of the management team to establish agency direction and strategic path

» Scouted and identified new creative talent as needed; evaluated staff, making recommendations on salary based upon on their successes and needed areas of improvement

» Supervised creative team - writers, designers, programmers from concept through final polished creative product

» Managed outside vendors - freelance, content developers, printers, merchandisers, interactive developers/programmers, integrated media specialists, etc.

» Estimated work for new projects

Associate Creative Director Digital | **ST&P Marketing Communications, Inc.** | **April 2003 - June 2008**

» Created print and digital promotional marketing campaigns with a focus on web, social and other digital technologies

» Developed websites using modern CMS's for ease of updating, and custom programming where necessary, utilizing PHP, MySQL, Javascript, HTML, CSS (SCSS), and other open-source web technologies

» Managed freelance graphic designers, copywriters and web developers when necessary

» Provided digital support to the CD

» Produced large and small format, print-ready artwork

» Stayed on top of of new technologies and strategies in web, interactive and social

» Managed the production and design work of other junior designers

» Provided technology support for the creative group

Art Director | **ST&P Marketing Communications, Inc.** | **September 1999 - April 2003**

» Concepted and designed promotional in-store POS for rebates, sweepstakes and contests

» Designed and executed in-store merchandising for placement in big-box retail and hardware/home improvement showrooms and design boutiques, focused on efficiency and re-usability of their elements

» Created original illustration and artwork
» Custom coded rebate and incentive program websites to facilitate online, self-management of these programs
» Coordinated with freelance graphic Designers, copywriters and web developers, when necessary
» Provided technology support for the creative group

Senior Graphic Artist | ST&P Marketing Communications, Inc. | August 1994 - September 1999

» Provided graphic design support to the Creative Director and Art Directors
» Executed designs based on the ACD and CD's rough layouts, focusing on design and technique
» Oversaw press-runs of my jobs
» Designed collateral, small ads, POS
» Created original illustration and artwork

Graphic Artist | Brubaker Design Group and others | September 1992 - August 1994

» Provided graphic design support to the Creative Director and Art Directors
» Executed designs based on the ACD and CD's rough layouts, focusing on design and technique
» Produced keylines from provided type galleys and imagery

Staff Illustrator and Designer | EIS and Others | October 1991 - September 1992

» Illustrated original line art for training manuals and catalogs
» Provided general graphic support
» Created original illustration for video and ads

Education

Bachelor of Fine Arts in Graphic Design | The University of Akron | December 1991

» Graduate Cum Laude (208 of 1223)
» Minor Illustration
» Minor Drawing

Honors / Awards

» **Silver Addy Award** | February 2020 | Advertising Club Self-Promotion 2020 Addy Awards
» **Gold Addy Award** | 2010 | Homax "Ant Infestation" Building Projection - 3D Graphics
» **Judges Choice** | 2010 | Homax "Ant Infestation" Building Projection - 3D Graphics
» **Eagle Scout** | 1986

Memberships / Affiliations

» **Downtown Akron Kiwanis Gala Committee Member** | March 2021 - Present
 - Creative and branding lead for the event

» **AAFA Club Member** | April 2019 - Present
 - Senior Portfolio Review - Interviewer - 2018
 - Senior Portfolio Review - Interviewer - 2019

» **Greater Canton area Chamber of Commerce** | August 2022 - Present

Software and Technology Skills and Proficiencies

» **Design Software:** Highly proficient in working with Adobe Creative Suite - Photoshop, Illustrator, InDesign, Acrobat, Bridge, After Effects, others

» **Illustration and animation:** In addition to the Adobe products, Cinema 4D - 3D illustration and animation software, Blender 3D

» **Web Development:** Excellent knowledge of a variety of CMS's, frameworks, and programming languages, including ExpressionEngine CMS, WordPress, PHP, MySQL, Javascript, CSS, SCSS HTML, Twitter Bootstrap Framework, CodeIgniter Framework, Apache Web servers, cPanel/WHM, Other

» **Office Related:** Microsoft Office Suite: World, Excel, Powerpoint, Outlook, OneDrive

» **Project Management:** Trello, Advantage, Asana

» **Education:** DL2 Brightspace LMS, Moodle LMS