

Ken Bower

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Website:

kengraphic.com

Education

Pratt Institute

MPS

Design Management, 2003

School of Visual Arts

BFA

Graphic Design, 1999

Technical Skills

Mac and PC

Adobe Creative Suite
(Illustrator, InDesign,
Photoshop,) Lightroom,
Keynote, Powerpoint,
Microsoft Office
Working knowledge of
Adobe Premeire



Summary

- Creative professional with emphasis on bridging the gap between the disciplines of business and design
- 20+ years of experience in strategic and conceptual development in branding, print collateral, packaging, advertising, and web
- Continuing practice of both photography and graphic design, my work employs the skill, research, and compositional sensibilities that apply to all facets of art and design
- Experience working in fast-paced environments, and simultaneously managing creative solutions on multiple projects from conception to completion while ensuring efficient, high-quality design solutions that exceed client expectations

Experience

Freelance Graphic Designer

January 2021 - Present

- Freelance graphic designer with clients in the finance, healthcare and non-profit sector

Willkie Farr & Gallagher LLP, Senior Graphic Designer

November 2017 - January 2021

- Senior designer implementing the international law firm's brand across their creative print and web-based communication design projects
- Designed and developed brand guidelines and training documents to maintain brand consistency across the firm's nine offices
- Managed design work flow and made recommendations to streamline and simplify as needed
- Mentored and directed graphic designers, as well as helped interview, test and select graphic designers
- Coordinated, directed and photographed photo shoots
- Managed vendor relationships, printing services, and developed and maintained QC production standards

Freelance Graphic Designer

June 2013 - November 2017

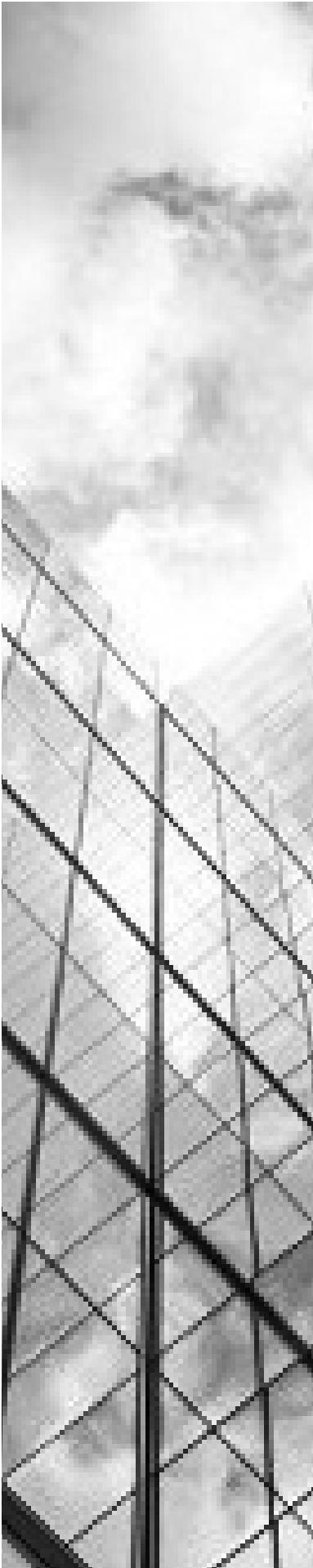
- My projects range from a variety of graphic design and presentations needs, including: new business decks, ppt presentations, internal and external communications, event marketing

Clients: Cadwalader Wickersham & Taft LLP, Harrison and Star

Kaye Scholer LLP, Senior Graphic Designer

May 2011 - May 2013

- Provided global graphics support to the firm's attorneys and departments; i.e., Business Development, Human Resources, Talent Development and various practice groups
- Provides design support using adobe creative suite, powerpoint
- Created marketing materials, client and court presentations, patent illustrations and a variety of other media depending on need
- Employed styles and standards for firm branding
- Delivered design solutions within scheduled time frames and budgets
- Maintains and regularly enters billable time into firm billing software to meet target billing goals



Regan Campbell Ward - McCann
Art Director, April 2008 - April 2011

- The lead art director working on a new launch for Afinitor, a Novartis drug
- Lead art direction role in the design and production of print, identity, packaging and web
- Maintained production schedules and budgets
- Present layouts, both internally and externally
- Managed multiple, concurrent projects in different stages and juggled short turnarounds
- Trained and supervised junior designers

Centron
Art Director, February 2006 - March 2008

- Developed and managed advertising campaigns for clients in the healthcare industry
- Supervised the creative process from inception to completion
- Presented the advertising campaigns internally and externally
- Directed the artistic component of photo shoots
- Clients included: Synvisc, Antara, Plavix

KPR
Art Director, May 2003 - January 2006

- Created several advertising campaigns for the healthcare industry
- Led and managed all phases of the creative process, budgets, tight time lines, printing and vendors
- Presented the advertising campaigns internally and externally
- Clients included: 3M, Merck, Adventis

Red Sky
Senior Designer, August 2000 - May 2003

- Created and directed visual designs for web and print
- Managed all phases of the design process
- Clients included: Novartis, Schick, Nikon, Clarity Bank

Ryan,Drossman Partners
Designer, June 1999 – August 2000

- Designed advertising campaigns, branding, and packaging
- Clients included: Rheingold Brewery, Fiji Water, Steamboat Springs

Rolling Stone Magazine
Designer, May 1998 - April 1999

- Designer for the promotional department of the magazine