

Ken McIntyre

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- **education:**

Virginia Commonwealth University
Richmond, VA
Bachelor of Fine Arts
Major: Communication Arts & Design
Date of graduation: May 2002
Graduated Magna Cum Laude

- **technical skills:**

Adobe Acrobat	Font Book
Adobe Distiller	HTML knowledge
Adobe Type Manager	iPhoto
Adobe Illustrator	iWeb
Adobe Photoshop	Mac OSX - Leopard
Adobe InDesign	Microsoft Windows XP / Word
Art Directors Toolkit	Excel / Powerpoint
Corel Draw	Photography / 35 mm SLR /
Dreamweaver	Digital SLR / darkroom skills
Fetch FTP software	QuarkXPress
Freehand	Safari/Firefox/ Internet Explorer
Fireworks	WS FTP software
Flash	

Knowledge of print/production processes including a thorough understanding of substrates and materials used in 2D and 3D display production.

Expert level Photoshop, Illustrator, InDesign and Quark skills.

Web design ability including fully functional websites, graphic e-mails, web banners, etc.

- **Creative Director** - Mar. 2009 – present

Momentum Design Studio
5701 Park Creste Drive
Glen Allen, VA 23059
www.momentumdesignstudio.com

- **Art Director** - Sep. 2008 - Mar. 2009

Senior Graphic Designer - Apr. 2006 - Sep. 2008
Graphic Designer - Feb. 2004 - Apr. 2006

Circuit City Stores - Corporate Headquarters
9950 Mayland Drive Richmond, VA 23059

Responsibilities:

Creating a wide range of 2D and 3D display materials for print including brochures, catalogs, gift cards, POP displays, and signage systems for retail. Developed design concepts for permanent and promotional displays in over 650 Circuit City stores nationwide.

Creating and presenting design concepts and marketing materials to internal and external clients including Apple, Microsoft, Bose, Napster, NCAA, Fox, Sony, Canon, Olympus, Nikon, Verizon, Comcast, Nintendo, Time Warner, Cox, DirecTV, LG, Samsung, etc.

Preparing artwork for production and proofing work that is sent through the production process to ensure quality and accuracy.

Managing and taking ownership of multiple projects of varying complexity and impact ranging in budget

from approximately \$1,000 to over \$1,000,000.

Style guide development - creating, maintaining and enforcing graphic standards to ensure that the brand image is adhered to.

Evaluating the effectiveness of projects and processes and working with department leadership to initiate process improvements.

Building relationships with clients, vendors and other designers to create world class solutions that are delivered on time and within budget.

Managing and serving as a mentor/role model for other designers.

Ability to manage the outsourcing of creative projects when necessary as well as providing art direction to internal and external design teams and photographers.

Team-oriented and willing to take initiative, ownership and accountability for projects from concept to completion. Excellent communication, presentation and interpersonal skills. Strong analysis and decision making ability. Impeccable time management and organizational skills.

- **Graphic Designer**

LaDIFFÉRENCE International Furnishings - www.ladiff.com
Richmond, VA
Dec. 2002 - Feb. 2004

Responsibilities:

Designed and produced a wide range of materials including print advertisements in over 20 publications. Created product brochures, company letterhead, business cards, invoices, tags, 4 color catalogs, postcards, invitations, backlit billboards, bags, store signage, displays for special events & weekly e-mails. Redesigned, maintained and optimized website increasing traffic and improving navigation. Worked with printers to evaluate color proofs and prepare pre-press files. Maintained and updated 3,500 person e-mail list.

- **Freelance Graphic Designer**

AIGA Richmond
Europa Restaurant
Melito's Restaurant
Restaurant Solutions
Richmond Promotional Products
Richmond River District
Serenity Yoga
University of Richmond
WORK Advertising Agency

Various projects including package design, publication design, logo design and identity systems, business cards, apparel, etc.

- **honors, activities:**

Awards Committee Chair - AIGA 2009 Greater Richmond Awards for Design Excellence (GRADE)
Board member AIGA Richmond chapter 2003-2006
AIGA Give 2 exhibition August / September 2002
Don't Quit Your Day Job AIGA event, June 2002
Communication Arts and Design Senior Show May 2002
Blue Note album cover exhibition, March 2002
Guerrilla Graphics exhibition, February / March 2002
Artists Call for Justice online exhibition, April 2001

Golden Key National Honor Society member
Phi Sigma Pi National Honor Fraternity member
President AIGA of VCU
VCU Dean's List - Fall 1998, Spring 1999, Fall 2000,
Spring 2000, Spring 2001, Fall 2002, Spring 2002
Graduated Magna Cum Laude

- **references:**

Angel Gonzalez

Creative Manager - Marketing & Store Environments
Circuit City Stores, Inc.
angelg1464@yahoo.com
804.484.2890

Angela Ross

Marketing Director – Creative Services & Store Environments
Circuit City Stores, Inc.
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Ron Brunette

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