



# KYLE SHORTS

GRAPHIC DESIGNER



512.757.1105



shortsdesign@gmail.com



www.shortsdesign.com



434 High Rd // Cary, IL // 60013

## WORK EXPERIENCE

### 2005

#### Vincor USA

GRAPHIC DESIGNER

- + Helped design a variety of marketing collateral in the United States including: wine labels, press kits, booklets, coupons, ads, posters, packaging, maps, CDs, t-shirts, store displays and a variety of other POS items
- + Frequently worked directly with printers, requesting job quotes, performing press checks and providing vendors with print-ready art files

**Highlights:** Being part of a team that designed top notch creative for a variety of world-class wines

### 2007

#### Genesis Today, Inc.

SENIOR GRAPHIC DESIGNER

- + Designed and managed projects including: product labels, packaging, neck tags, newsletters, catalogs, sell sheets, ads (print + web), CDs, sheltalkers, posters, tradeshow and web graphics, logos, in-store displays and product photography
- + Performed press checks and managed the entire print production process
- + Developed multiple brands and all supporting collateral
- + Art directed, managed and trained junior designers

**Highlights:** Instrumental in growing the company from \$2M to over \$100M in sales

### 2011

#### Zeller Marketing & Design

SENIOR GRAPHIC DESIGNER

- + Worked on a regular basis with such high-profile brands as Kodak, Hitachi and Protection 1, providing a variety of creative through print, web, digital and interactive media.
- + Projects included: exhibit design, logos, branding, microsites, internal and external promotional programs, email campaigns, pURLs, posters, catalogs, booklets, infographics, signage, stationery, billboards, magazine ads and direct mail campaigns.

**Highlights:** Created award-winning designs for three consecutive years

### 2014

#### Shorts Design

FREELANCE DESIGNER

- + My focus is on developing practical and cost-effective solutions that are visually appealing and in concert with the vision and values of my clients.
- + Experience working with a variety of print vendors and managing large work loads within tight deadlines.

**Highlights:** Delivering innovative and effective solutions for a number of clients

## EDUCATION



Sacramento State University  
BACHELOR OF SCIENCE, GRAPHIC DESIGN | 2002



California College of the Arts  
1999

## RECOGNITION



## PROFICIENCY



ROOKIE      SEMI-PRO      PRO

