

KYLE FREEMAN

Portfolio:
goodhues.ch

EDUCATION

B.F.A - Visual Communication
Northern Illinois University
2017 – 2021

A.A - Art and Design
Rock Valley College
2014 – 2017

PROFESSIONAL SKILLS

Interpersonal

Team Player
Quick Learner
Customer Service
Attention to Detail
Corporate Communications
File and Personal Organization
Project Management

Creative

Print Design and Prepress
Graphic Design and Theory
Brand and Identity Systems
User Experience Design
Web and Mobile Design
Promotional Products Industry

Technical

PC and Mac OS
Microsoft Office Suite
Adobe Creative Cloud
Wordpress/CMS
HTML/CSS
Third Party Page Builders
Ecommerce Webstores

CONTACT INFORMATION

(815) 222-4432
kyle@goodhues.ch

612 South Goodling St.
Winnebago, IL 61088

EXPERIENCE

Graphic Designer
Mar 2023 – Present

Responsible for crafting captivating marketing collateral to promote our bags as promotional items to third-party distributors, adhering to brand guidelines for both print and digital mediums. Collaborate with sales and management to strategize visuals for product promotion, including website assets, banner ads, and seasonal materials. Notably contribute to the annual product catalogue alongside a Senior Designer, leveraging expertise in image retouching and pre-press processes to ensure efficient project management and high-quality execution.

Production Artist
May 2022 – Mar 2023

Worked closely with customer service, processing, and art departments, collaborating to ensure seamless project execution. Prepared press-ready files for diverse print processes such as digital, silkscreen, foil, and flexographic, resolving any artwork issues during production. Provided image retouching, image composites, and stock image requests to meet client requirements, while communicating intensively to understand their project goals. Managed file packaging and pre-flight procedures for production release, maintaining storage and file archiving practices for future reference. Adhered to and formulated development timelines to ensure timely task completion.

Visual Designer
Nov 2021 – Present

Constructed an ecommerce webstore on Shopify, overhauled their branding, and produced graphics for social media, auxiliary messaging, logo, and color schemes. Revamped their label set to harmonize with the rebranding and collaborated with the product manufacturer to ensure proper file setup and delivery. Currently on retainer for future, and ongoing design projects.

Junior Web Designer
Jan 2020 – Aug 2021

Created a visual system to organize longform content. Utilized Wordpress for development and maintenance to achieve client objectives. Communicated and collaborated with department staff and students to organize files, art, and portfolio descriptions for digital use and display.

Bag Makers, Inc.
Promotional Product Supplier

Bag Makers, Inc.
Promotional Product Supplier

SafeHaus
Fitness Supplement Brand

Northern Illinois University
Educational Institution

good
hues

Resume:
Kyle Freeman

Total Experience:
3–4 years

Last revised:
08/1/2024