



KIRK NELSON / ART DIRECTION, GRAPHIC AND VISUAL DESIGN

PORTFOLIO AT: WWW.KIRKNELSON.COM / KN@KIRKNELSON.COM / 510.551.8082

EXPERIENCE:

Integrated art director, graphic/visual designer, and seasoned player specializing in transforming marketing strategies into creative visual solutions. From digital and interactive design to print and packaging. Branding and logo development to imaging and illustration with an eye for consistency and maintaining brand standards across all. Able to move with equal finesse from initial concept through final production with expertise in healthcare/life sciences, education, music/entertainment, financial services, and SaaS sectors.

Extensive capabilities at delivering responsive web and interactive design with HTML5/CSS3 editing along with the creation of pixel perfect UI designs and mark up including integration with web and mobile application developers. Additional skill with digital audio editing, sound design, remote multi-track and voice-over recording for broadcast and web/interactive content round out many talents.

A PARTIAL AGENCY AND CLIENT LIST INCLUDE:

2022-2024

Senior Graphic Designer

Special Olympics of Northern California
Pleasant Hill, CA

Clients supported: Special Olympics of
Northern California and Nevada.

2021-2022

Senior Graphic Designer

DispatchTrack
Campbell, CA

Clients supported: DispatchTrack and
SiteOne.

2019-2022

Art Director/Graphic Designer

FreshBlood Group
San Francisco, CA

Clients supported: Pulse Biosciences,
Roche, Urovant, and Natara.

2019-2020

Senior Graphic Designer

CareLinx
Burlingame, CA

Clients supported: CareLinx, AARP, and
Sunrise Senior Living.

2017-2018

Graphic/Visual Designer

Reflektion
San Mateo, CA

Clients supported: Reflektion, Disney
Store, Modcloth, Petco, and Orchard Mile.

2015-2016

Graphic Designer

VIVO West
San Francisco, CA

Clients supported: Coopervision, Optivue,
OnLok, and Medtronic.

2011-2014

Graphic Designer/Art Director

Kane & Finkel Healthcare Communications
San Francisco, CA

Clients supported: Astellas Pharma US,
Bayer, and OrthoDermatologics.

2011-2014

Graphic Designer

Dudnyk
San Francisco, CA

Clients supported: Roche, Zonare, and
Valeant Dermatology.

2008-2009

Publicis Modem

Senior Art Director
San Francisco, CA

Clients supported: AmGen, Wyeth and
PayPal

2002-2011

Graphic Designer

Stratagem Healthcare Communications
San Francisco, CA

Clients supported: John Muir Health,
Covidien, and Medtronic.

2004-2005, 2010-2011

Graphic Designer/Art Director

Giant Creative Strategy
San Francisco, CA

Clients supported: Actelion, BioMarin, and
PDL BioPharma.

2008-2009

Interactive Art Director

Viscira
San Francisco, CA

Clients supported: AmGen, Colbar,
Medtronic, and OrthoNeutrogena.

2008-2009

Senior Art Director

Publicis Modem
San Francisco, CA

Clients supported: AmGen, Wyeth, and
PayPal.

1997-2001, 2006-2007

Senior Art Director

Charles Schwab Creative Services
San Francisco, CA

Clients supported: Charles Schwab,
Schwab Active Trader, and Schwab Brand.

1995-1996

Graphic Designer

Studio Archetype
San Francisco, CA

Clients supported: Nintendo, Qualcomm,
and Revo Sunglasses.

1992-1995

Graphic Designer

FCB Healthcare
San Francisco, CA

Clients supported: Allergan, Chiron, and
Syntex Laboratories.

CAPABILITIES:

Art Direction, Concepting, and Ideation

Graphic and Visual Design

Interactive Design and Prototyping

Interactive Asset Production

HTML Email Campaigns

Banner Design

eCommerce

Print Collateral and Advertising

Logo and Icon Development

Brand Standards and Implementation

Merchandise Design

Illustration

Photo Retouching and Compositing

Package Design

Prepress Production

Experiential Trade Show Graphics

Sound Design and Audio Production

PROFICIENCIES:

Adobe Creative Suite:

- Photoshop
- Illustrator
- InDesign
- XD
- Dreamweaver
- Acrobat Pro

Sketch

InVision

Zeplin

Figma

BBEdit

Canva

DigiDesign ProTools

Jira

Proof HQ

Keynote

Microsoft Office:

- Word
- Excel
- PowerPoint

Google Workspace:

- Docs
- Sheets
- Slides

EDUCATION:

BFA Graphic Design

Academy of Art College

San Francisco, CA