



# KIRK NELSON / ART DIRECTION, GRAPHIC AND VISUAL DESIGN

PORTFOLIO AT: [WWW.KIRKNELSON.COM](http://WWW.KIRKNELSON.COM) / [KN@KIRKNELSON.COM](mailto: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 Natera.

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