



Kevin Morrison

A Graphic Design Specialist with seven years of experience specializing in web design, CSS, creative thinking, and InDesign. A proven track record of delivering innovative visual solutions and UX designs to enhance the user experience.

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Professional Experience

Graphic Designer

Stellar Graphic Design Solutions, Detroit, MI | November 2019- Present

- Collaborate with a team of five graphic designers and web developers to execute web design projects for clients valued at \$100K-\$300K
- ♦ Deliver high-quality custom graphics, logos, typography, UX designs, and email templates to improve user engagement and reduce bounce rates by up to 20%
- Develop custom logos and graphics and create a cohesive brand identity for an online gift company, resulting in a 50% increase in social media engagement

Graphic Designer

SKC Marketing and Design, Detroit, MI | May 2016- November 2019

- Conducted marketing research on demographics and marketing to determine best design for clients based on brand aesthetics and identity
- Coordinated with design team to develop branding concepts, product marketing ideas, logos, brochures, and product packaging designs for a wide range of clients

Education

Bachelor of Arts (BA) Digital Arts & Media Design

University of Michigan, Ann Arbor, MI
September 2012 - May 2016

Key Skills

- Digital Marketing
- Graphic Design
- UX Design
- Adobe Illustrator
- In Design

Certifications

- ♦ UX Design Professional Certificate, Coursera, 2018