

KEVIN MCGILLIVRAY

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403 S. Jefferson St.
Green Bay, WI 54301
920.265.8062

Experience

Graphic Designer/Web Developer

Insight Creative | Green Bay, WI (Aug. 2012 – Present)

- » Initiated and led agency's growth to add modern responsive web design to its services
- » Designed and developed complex print and web projects with close attention to client needs and goals

Freelance Designer

Various Clients | Green Bay, WI (Jan. 2012 – Present)

- » Conceptualize and create web sites, illustrations, logos, printed promotional material, and marketing plans for various clients

Writing Consultant/Graphic Designer

St. Norbert College Writing Center | De Pere, WI (Sept. 2010 – May 2012)

- » Initiated and maintained a value-based social media plan
- » Developed logo, brochure, signage, and custom illustrations
- » Coached students on the creative process, writing style, and logical argument

Co-Founder, Producer, Musician

Felix Sofia Music | Milwaukee, WI (Mar. 2010 – Present)

- » Co-founded company focused on creating custom music libraries for businesses and organizations
- » Managed marketing, business development, music composition and production, and project management

First Year Experience Mentor

St. Norbert College | De Pere, WI (June 2009 – Jan. 2012)

- » Served as a role model and provided individual support and mentorship for 250+ new St. Norbert College students over three years
- » Facilitated regular meetings with groups of students with an emphasis on college success skills and building new connections

Education

St. Norbert College

De Pere, Wisconsin
Music Liberal Arts, B.M.
Minor: Graphic Design
GPA 3.98/4.0

Liverpool Hope University

Liverpool, England
Study Abroad Semester

Technical Proficiencies

HTML/CSS
Responsive Web Design
Adobe Creative Cloud
AutoDesk Sketchbook Pro
Logic Pro 9
QuarkXPress

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Other Involvement

Re:Humanities '12 Conference (Philadelphia, PA) – Presenter
Presented a paper titled “Design for Digital Humanists” covering web design strategies for academic projects

ARTCLUB (De Pere, WI) – Founding Member

Assisted in initiating the St. Norbert College Art Club and related activities such as student led critiques and discussion and opening a student managed gallery.

AIGA (Wisconsin Chapter) – Northeast Wisconsin Board Member

Plan, organize, and participate in various design industry events

Highlighted Projects

The Young Turks Music Library is a catalogue of forty original instrumental recordings for use in videos and other projects by the Young Turks, the largest online news show in the world. This music was used to strengthen the brand and goals of the Young Turks through a consistent, custom audio identity.

Writing Champion was a Twitter project that provided original, insightful, and encouraging writing tips for undergraduate students. I planned and published the project, wrote new tweets regularly, and interacted with students to build connections with them.

Awards and Recognition

Student Juried Art Exhibition – 1st Place

February 2012 | St. Norbert College

Daniel F. Dickhut Graphic Design Award

May 2012 | St. Norbert College

Silver Student ADDY Award 2011 (Illustration)

February 2012 | AAF–Fox River Ad Club

Silver Student ADDY Award 2011 (Poster Design)

February 2012 | AAF–Fox River Ad Club