

PAUL KREY

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SUMMARY

Talented **graphic design lead** with 11 years experience in print and web design who is highly motivated, creative, and versatile. Especially skilled in creating and directing corporate and new business design. Adept at innovating user experience for the web and multimedia applications. Exceptional interpersonal skills with team members and subordinates. Accomplished at incorporating the desires of the client with a superior design solution. Seeking a company that demands high-quality design to further business goals and professional image.

PROFESSIONAL EXPERTISE

Skills:

- Corporate branding
- Logo design
- Page layout design
- Trade show display design
- Corporate web & UI design
- XHTML coding with tableless CSS Layout
- Proficient on Windows and Macintosh OS

Software Tools:

- Photoshop
 - Illustrator
 - Corel Draw
 - InDesign
 - QuarkXPress
 - Dreamweaver
 - Flash
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PROFESSIONAL HISTORY

Adoption Media LLC Gilbert, AZ (2003 – Present)

Creative Director

Responsible for branding the top adoption related web sites with associated logos, collateral, trade show displays, print ads, packaging designs, and promotional pieces. Accountable for achieving statistically successful and competitive web advertising campaigns.

Selected Accomplishments:

- Art directed and designed sites including: Adoption.com, Adopting.org, Adoption.org 123Adoption.com, ParentProfiles.com, and InfertilityCentral.com.
- Designed 32-page print catalog for AdoptionShop.com.
- Designed music CD and booklet for original adoption themed music.
- Created brochures for Parent Profiles adopting families.
- Designed trade show displays for Adoption.com, FamilyAds.com and ParentProfiles.com.

KreyMedia Goodyear, AZ (2000 – 2003)

Sr. Art Director

Responsible for total needs of the client including management of technical and creative resources to deliver complete corporate-quality branding and web solutions. Services include branding, logo design, web design and creation, Flash work and web optimization.

Selected Accomplishments:

- Designed and coded custom tourism site in CSS layout including Flash and a WYSIWYG CMS.
- Managed creation of brochure distribution site including CSS layout and custom administration functionality.
- Directed development and design of a secure file management system including dynamic search and display for use with multiple simultaneous clients.

KPMG Consulting, LLC Phoenix, AZ (2000 – 2001)

eBranding Manager/Sr. Art Director

Managed and art directed a team of three in the Microsoft eBusiness Solutions practice to create branding, logos, corporate site designs, online applications and web-tool prototypes for corporate clients.

Responsibilities included design and art directing as well as budgeting time, money, and resources for the team's engagements.

Selected Accomplishments:

- Provided user interface solutions for Microsoft's e-learning tool to accommodate multiple navigation alternatives for diverse learning content.
- Designed and managed the creation of Honeywell's prototype for online industrial asset management system. Collaborated with client to create a sophisticated UI for a dynamic management wizard.
- Designed an e-procurement system to facilitate vendors submitting bids to a city government or other organization needing goods and services.

Quepasa.com Phoenix, AZ (1998 – 2000)

Art Director

Responsible for creating the original premiere bilingual Internet portal and online community for U.S. Hispanics and enabled Quepasa.com to IPO for \$55 million. Directed a team of three designers and coordinated their work with programmers and content staff.

Selected Accomplishments:

- Designed template-page layouts and corporate branding for main web site, content channels, email, chat, message boards, shopping site, weather channel, health channel, maps, horoscopes, and co-branded features such as Xdrive (disk storage), Netzero (free Internet), Net2Phone (Internet phone), online promotions and third-party content exchange programs.
- Co-designed NetCentury back-cover page print ad for Arizona Business Journal.

Microsoft Expedia.com Redmond, WA (1997 – 1998)

Graphic Designer

Responsible for design and user interface of Expedia's corporate business online travel and reservation product. In charge of innovating the purchase process for Expedia corporate and leisure users.

Selected Accomplishments:

- Designed Microsoft logos including "Microsoft Travel Technologies" and "Microsoft Hotel Directory."
- Created the "Global Travel Tools with Office 2000" presentation for Bill Gates and upper management.

Microsoft Encarta Encyclopedia ('96, '97) Redmond, WA (1995 – 1997)

Graphic Designer

Responsible for assisting the Creative Director in design efforts for Encarta 1996 & 1997.

Selected Accomplishments:

- Assisted with layout of application screens and icons throughout the product.
- Worked in QuarkXPress and Photoshop to co-produce the printed User Guide.

EDUCATION

Graduated with a **Bachelor of Fine Arts in Graphic Design** and a **Minor in Business Management** from Brigham Young University.

Areas of emphasis included:

Corporate Identity, Advertising, Typography, Desktop Publication, Packaging Design, and Photography.