

# Kevin Stivers

Visual tinkerer with 15 years of experience  
as a professional creative problem solver.

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## Work Experience

### Senior Designer at Saatchi & Saatchi: April 2022 – Present

- Art directed the Toyota / Vail Resorts partnership campaign, leading the design aesthetic, photography selection/retouching, and production teams. Executed nearly 200 deliverables across 30+ resort locations.
- Created a new automated process for managing high-volume design deliverables, reducing an 8 hour task to 15 minutes. Self-assigned after observing process inefficiencies.
- Established the design rules for Toyota's official brand iconography and illustration library, setting a consistent standard for brand representation across digital platforms.
- Created the UI design for public-facing Toyota Brand Hub, in collaboration with design and development teams.
- Managed and mentored junior designers, translating client feedback into actionable directives, and fostering professional growth within the team.
- Presented concepts and strategies in client meetings that effectively addressed objectives.

### Senior Designer at Sasquatch Advertising: March 2021 – April 2022

- Led art direction for both print and digital campaigns, guiding development teams and production designers to ensure cohesive visuals and brand consistency.
- Created engaging e-commerce experiences and innovative interactive designs.
- Executed comprehensive brand identity systems for both new and existing brands, from positioning strategy to design implementation.
- Cultivated strong client relationships by presenting creative solutions for complex client goals.

### Experiential Designer at Forge Graphic Works: February 2019 – April 2020

- Designed experiential retail environments for high-profile clients like Adidas and Dr. Martens, enhancing brand presence and consumer engagement.
- Produced detailed 3D renderings, directing the engineering and prepress teams to ensure accurate production of concepts within short deadlines.
- Fostered a strong relationship between creative and production teams, providing prepress with meticulously executed print-ready mechanicals for all deliverables.

### Designer at Maxwell Brand Communications: 2018 – 2019

- Led design efforts for CPG clients including Kettle Brand, Dave's Killer Bread, and Bob's Red Mill.
- Designed engaging digital assets to be used across multiple touchpoints, including motion graphics for social media and other digital advertising channels.
- Created production ready files for print ads, brochures, merchandise, and vehicle wraps.

### Designer at Ivey Marketing: 2017 – 2018

- Designed award winning influencer packages for Jordan, Champs Sports, and Red Bull.
- Designed experiential retail environments for Nike campaigns showcased at Macy's New York, utilizing innovative production solutions.
- Produced motion graphics for Eddie Bauer promo videos to showcase the Spring 2018 line.

## Specialties

Design Direction  
Creative Strategy  
Brand Design  
Advertising  
Photography  
Experiential Design  
Packaging Design

## Tools

Adobe Creative Suite  
InDesign  
Illustrator  
Photoshop  
Figma  
SketchUp

## Awards

### AMA PDX Max 2018

- Best Public Outreach Project

## Education

### University of Southern California:

- Bachelor of Science  
Business / Marketing

### Art Institute of Portland:

- Associate of Arts  
Graphic Design

## Client Experience



**Dr. Martens**



**Red Bull**

