

## Caleb Kucera

Graphic designer with three years experience designing and producing print and digital assets with a focus on meaningful brand identity.

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## Recognition

Contributor:

- Silver Addy: District 9 2016
- Silver Addy: Des Moines 2016
- Best of Category & Judges Choice: Art Directors of Iowa 2016
- Best of Category & Judges Choice: Art Directors of Iowa 2015

Sole Contributor:

- Official Selection: Art Directors Association of Iowa Student Exhibition 2013

## Technical Skills

- Fluent in Adobe InDesign, Illustrator, and Photoshop
- Working knowledge of HTML, CSS, WordPress, and responsive layout
- Experience using cloud-based collaboration, project management, and time-tracking tools like Google Drive, Google Docs, Asana, Wunderlist, and Goes to Work

## Professional Skills

- Meaningful Concept Development
- Brand Identity Design
- Print & Digital Asset Production
- Communication & Collaboration
- Project Management & Organization
- Client Engagement

## Professional Skills Demonstrated

**SXSW** | Production Artist (Seasonal)

January 2016 - May 2016

As part of the thirteen-person art department at Austin's highest revenue-producing special event, helped SXSWedu and SXSW 2016 attendees navigate space and time by producing clear and consistent wayfinding, signage, digital displays, and experiential graphics.

- Managed multiple coinciding projects and tasks, making quick, on-brand design decisions to produce the best possible output within a given time-frame, meeting tight deadlines in a fast-paced production environment.

**Eight Seven Central** | Designer

May 2013 - December 2015

As a member of a four-person team of graphic and web designers at this award-winning, boutique design and screen print studio, equipped a broad range of clients with tools that help them connect with and affect their communities.

- Worked both independently and in support of a senior designer, assuming a variety of collaborative roles including art directing, leading brainstorming and critiques, compiling and synthesizing project resources, and executing the direction of the senior designer.
- Led a collaboration of in-house illustrators, translating abstract concepts and the client's stylistic vision into practical visual direction, resulting in an award-winning beer identity and distribution assets.
- Developed an initial investor-facing brand identity and print and digital fundraising tools that helped a start-up menswear retailer raise over \$1.8 million in seed funding.
- Studied and applied new methods of marketing, internal discovery, basic usability testing, and competitive research to develop a comprehensive brand strategy, refined brand identity, and re-engineered user experience that helped the menswear retailer better reach a newly defined target market, while simplifying their internal processes.
- Helped a private equity firm reach their repositioning and communication goals by designing a brand identity, presentation, and web assets that are being used to raise a multi-million dollar venture capital fund.
- Wrote proposals, timelines, creative briefs, reports, client presentations, and brand guides. Provided creative direction for advertisements and editorials.
- Interfaced directly with clients, assessing needs and interpreting wants, aligning expectations, extracting content and context, presenting solutions, and discussing iterations and feedback to deliver effective work that fulfilled the client's objectives and realized their visions.
- Employed knowledge of production and finishing techniques, working directly with vendors to provide clients with quality products, from business cards to custom die-cut shipping boxes, that met their needs while adhering to a wide range of budgets.

## Education

**Des Moines Area Community College** – Ankeny, Iowa

Associates of Applied Science in Graphic Design

2016