



# AUSTIN R. KESLER

DESIGNER

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## SUMMARY

Detail oriented design and illustration that presents hand-crafted and passionately pursued solutions to any creative project.

## SKILLS

### Software

Adobe Illustrator	■■■■■■■
Adobe Photoshop	■■■■■■■
Adobe InDesign	■■■■■■□
Adobe CC	■■■■■■□□
SketchUp	■■■■□□□
Blender 3D	■■■■□□□
MS Office Suite	■■■■■■■
HTML / CSS	■■■□□□□

### Professional

Project Management	■■■■■■■
Customer Service	■■■■■■■
Mac & PC	■■■■■■■

## VOLUNTEER

### Humane Society of Elkhart County ~ *Volunteer*

• Oversee care of animals and guide facility staff on marketing and design strategies.

## EXTRACURRICULAR

### Better World Books Game and Book Club ~ *Member*

## INTERESTS

- Constantly playing, learning and growing as a designer, illustrator, and human.
- Game art and UI development.
- Drawing, painting, and sketching...everything.
- Travel

## PROFESSIONAL EXPERIENCE

### Sharpline Converting Inc.

*Division manager-Paintmask Engineering & Design  
Creative Designer*

Elkhart, IN

Summer 2013-Present

- Unleash bold design ideas to secure 14 client programs and over \$1.4 million per year in new business.
- Illustrate commanding brand identities that provide clients with longevity and staying power in their respective markets.
- Research current design trends and techniques to advance the company's position on the cutting edge.
- Awarded managerial role within 6 months of hire.
- Overhauled existing procedure to decrease time necessary to engineer conceptual art for production readiness by 12%.
- Forge meaningful relationships with product managers and salespeople across 40-50 programs per year by providing on-site customer service and support.
- In 48 hours or less, resolve client issues as they arise and diagnose issues of material, file, or workmanship--to ensure their partners are taken care of.

### The Firm

*Senior Designer for Student Development*

Marion, IN

Summer 2010-2013

- Using both digital and print media, created trend setting image solutions for Indiana Wesleyan University's large scale presence in the local community.
- Chartered a new system for project organization that allowed a team of 3 designers to better meet their rigorous deadlines.
- Provided brand and brand image consulting to over 75 student and faculty organizations and interest groups.
- Personally oversaw the implementation of a unified design scheme for the University's Student government.

### A.R.K Design & Illustration

*Freelance ~ Owner / Operator / Designer*

Goshen, IN

Summer 2008-Present

- Design, package and produce art work for an average of 12-15 clients spanning 6 states and 2 countries.
- Partner with small businesses and startups to create brand packages, product images and artistically clever marketing campaigns to cement them as leaders in their field.

## EDUCATION

### Indiana Wesleyan University

*Bachelor of Science in Graphic Design ~ Cum Laude*

- Concentration in Illustration
- Academic Representative in Student Government
- Viva Voce
- Resident Assistant ~ Scripture Hall