

KEVIN DEBERNARDI

148 Atlantic Avenue, Apt. 5, Brooklyn, NY 11201
kevin@analoglifestyle.com
(760) 815-3591

EXPERIENCE

Freelance Web Development

(January 2008–current)

Creating and updating the web presence of several companies, providing a self-sustaining solution, designing the visual aspects, structuring and coding the site, and coordinating with outside developers to create the best product.

Wax Poetics, Inc.

Creative Director/Owner

(2001–December 2007)

Developed, maintained, and refined the visual style of the publication and the company as a whole, produced books, record releases, and company websites, moved from a loose quarterly to a strict bimonthly release schedule, expanded circulation and distribution, explored new business opportunities, and maintained the daily operation of the staff and office.

DZP Marketing Communications

Art Director

(October 2003–August 2005)

Took projects from concept to final piece, participated in concept development, storyboarding and mock-up, and client presentation. Maintained client and vendor relationships and produced client ads, collateral, websites, logos, booklets, premiums, storyboards, and client presentation for such organizations as Major League Soccer, Comedy Central, UNICEF, Fox College Sports, Register.com, and Comcast.

Morris Creative

Intern

(December 2002–February 2003)

Prepared presentation material, participated in concepting, completed design/production work for clients such as Mattel Girls Promotion, Upper Deck, and the University of California at San Diego.

Mires Brands

Intern

(2002)

Researched, scanned, and retouched comp images for clients such as Sega and Intel, and organized and produced marketing materials for the company itself.

Innovatv

Content Designer

(1999–2002)

Encoded and edited video, performed web research, produced graphics for online “interactive” video magazines, worked on a redesign of the corporate website, the creation and production of an e-learning solution for General Electric Financial Assurance, and the production of various collateral material.

SKILLS

- Proficient in BBEdit, Adobe InDesign, Photoshop, Illustrator, Acrobat, and Distiller.
- Proficient in Macintosh OS X and related hardware.
- Knowledge of HTML, CSS, PHP, JavaScript, PHPList, SilverStripe, WordPress, Magento, Dojo Toolkit, & Zend Framework.
- Able to conceptualize, direct, and manage multiple creative ideas and projects at once.
- Organized, reliable, and extremely detail oriented while embracing change and challenges.

EDUCATION

- Continued design education at San Diego City College.
- Graphic Design Certificate, University of California at San Diego Extensions, Winter 2000.
- B.A., Visual Arts/Media with a minor in Russian and Soviet Studies, University of California at San Diego, June 1998.
- Scuola Lorenzo de Medici, Florence, Italy, Summer 1997.

Online portfolio available at <http://analoglifestyle.com>