

# KEVIN MCCAULEY

646 620 6712  
KWMCCAULEY@ME.COM  
kevin-mccauley.com



DESIGN/ART DIRECTION

## EXPERIENCE

**FREELANCE DESIGNER HAWKEYE COMMUNICATIONS** Houston, TX  
January 2010 — Present

**FREELANCE DESIGNER BRIGHTBOX** Houston, TX  
December 2010 — Present

**ART DIRECTOR PEDONE ADVERTISING** New York, NY  
February 2007 — November 2009

While at Pedone, I art directed, designed and placed ads that would go into major publications such as *W*, *Vogue*, *Good Housekeeping*, *Architectural Digest*, *New York*, *Wine Spectator*, *VMan* and *The New York Times*. I worked on everything from packaging, creative print ad development and shoots to new business pitches and new product exploratories. In 2008, I led the completion and design of a graphic standards manual for Erie Insurance, a Fortune 500 company. I also was in charge of rebranding the agency, which extended from stationery to a new website and environmental signage.

**DESIGNER AXIS CREATIVE GROUP** Houston, TX  
June 2003 — August 2006

Worked summers and part-time during the school year under the principal of an entrepreneurial design and marketing agency in downtown Houston. Created sales brochures, product logos, packaging and posters. Assisted with press checks, photography and client meetings.

## EDUCATION

**BAYLOR UNIVERSITY**  
BFA Graphic Design, 2006

## SKILLS

Adobe Creative Suite, Dreamweaver, Coda, HTML/CSS, photography and lighting, screen-printing and a lifelong obsession with drawing and illustration.

## SELECTED CLIENT LIST

Sugar in the Raw	Hilton Hotels
Verizon	J.A. Henckels
H&M	Judith Ripka
The Swatch Group	National Down Syndrome Society
Burt's Bees	Pol Roger Champagne
L'Oreal Matrix	William Greenberg Desserts
Mazda Raceway Laguna Seca	Vintage Sports Cards
Russian Standard Vodka	Cancer 101, Inc.
Sweet'N Low	Erie Insurance
Hilton Hotels	Paul Jaboulet Ainé
Waldorf Astoria New York	Columbus Citizens Foundation