

# Kevin Elbert

---

Design & Art Direction  
718.896.0730 / kevin@hellbert.com  
www.hellbert.com

---

## Staff --

### **Bertelsmann Direct North America // Apr 07 - May 08**

#### **Senior Web Designer**

Design and production for emails, online promotions, feature pages and banner ads for club brands such as BMG Music Service and BOMC2. Worked closely with other designers, art directors, and project managers to ensure schedule integrity and reach marketing initiatives. Creation of simple web animations, icons and vector illustrations.

### **Tubby Design // Aug 01 - Sept 03**

#### **Art Director / Partner**

Conceptualization, design and production of projects from concept sketches to creation of final mechanicals. Communication with clients and project management. New business development, traffic, as well as day to day operation of the business. Management of a myriad of projects ranging from package design, corporate identity, promotional materials and web design & development. *Clients include:* Absorba, Bona Fide Rock Records, Capricorn Records, Cassidy Photography, Dialogica, Eyepop Productions, Earl Jeans, Lakeshore Records, M2 Communications, Register.com, Thoughtful Robot

### **People Magazine // Mar 00 - May 01**

#### **Designer**

Design layouts, slugs and logos for special issues including Sexiest Man, 50 Most Beautiful, among others. This entails all phases of production, working closely with the Art Director on color palettes and the editors and photo department on revising all layouts.

### **Tennis Magazine // Sept 99 - March 00**

#### **Assistant Art Director**

Responsible for conceiving and designing front of book, department pages and feature sections for this monthly magazine. Assigned illustrations for the above (dept pages) and oversaw color correction and proofing.

### **People Magazine // Oct 97 - Sept 99**

#### **Art Assistant**

Designed editorial layouts for People special issues and was responsible for graphic revisions of all layouts, scanning all documents for layout purposes and preparing layouts for copy processing and in-house imaging.

---

## Freelance --

### **Paul + Williams (2008)**

Art direction, design, and production - identity design for New York and Los Angeles based public relations firm.

### **The Diggs / Sugarspun Records (2008)**

Art direction, design, and production - package design and promotional posters for The Diggs sophomore release; Ctrl-Alt-Del on Sugarspun Records.

### **Doc To Dock Inc. (2007 - Present)**

Art direction, design, and production - website redesign for NYC based non-profit organization. Part of the Clinton Global Initiative.

### **These Are Not Records (2005 - Present)**

Art direction, design and production - identity, sleeve design, website and promotional items for independent, vinyl-only record label.

### **Kevin Devine (2004 - 2007)**

Art direction, design and production - tour posters and T-shirt designs for Brooklyn singer / songwriter. Record labels worked with include Capitol Records, Defiance Records and Immigrant Sun Records.

### **Mavi Jeans/The Nomad Tribe (2004 - 2007)**

Art direction, design, and production - working closely with the director of marketing and communications on projects ranging from package design, corporate identity, website design, in-store display materials and collateral items for international denim brand.

### **Register.com (2005 - 2007)**

Art direction, design, and production - working hand in hand with the art director on various projects ranging from html e-mail templates, landing pages, print collateral and cd-rom packaging for online domain name registrar.

### **OCMP Online (2006)**

Art direction, design and production - identity and web design for OCMP's new online ordering system.

### **Dogboy (2006)**

Art direction, design and production - identity and web design for canine behavioral advisor and trainer.

### **2 Skinnee J's (2005)**

Art direction, design and production - tour posters and package design for Brooklyn nerdcore band.

### **Zipcar (2004 - 2005)**

Art direction, design and production - print collateral for "Zipcars Live In Your Neighborhood" regional ad campaign, t-shirts, and member card designs for innovative car rental company.

### **Sean John/Bad Boy Records (2004)**

Design and production - promotional and in-store materials for various Bad Boy recording artists.

---

## Education --

### **Bachelor of Technology - Visual Communications**

SUNY Farmingdale - 1997

### **Continuing Education - Web + Graphic Design course work**

Parsons School of Design - 2001

## Skills --

Illustrator CS3 / Photoshop CS3 / InDesign CS3 / Dreamweaver CS3  
Fireworks CS3 / Illustration / Screenprinting / MS Office / OS X

---

## Awards --

PRINT 2003 Regional Design Annual - Bello Lamb CD single digipak design  
Creativity 30 Annual - Award of Distinction - "Neve Campbell" layout for People Mag  
Creativity 30 Annual - Award of Distinction - "Faith Hill" layout for People Mag