



Kevin Tiernan

tiernandesign.com

kevin@tiernandesign.com

203.848.5256

ABOUT ME

I'm an empathetic and adaptable art director, designer & illustrator with diverse creative experience, and a driven team leader who pivots between art styles and projects. I already love your dog.

EDUCATION

Central Connecticut State University
New Britain, CT

Bachelor of Arts in Graphic Design
Graduated 2012

SKILLS OVERVIEW

Adobe CS	Leadership
Adobe XD	Motion Graphics
After Effects	Packaging
Art Direction	Photoshop
Branding	Pitching
Concepting	Poster Design
Content Creation	Presentations
Illustrator	Sketch & Illustration
InDesign	Team Management
InVision	UX/UI Design
Interactive	Video Animation
Key Art	Wireframing

HOBBIES & INTERESTS

Hiking trails, my two dogs, songwriting, singing in my band, playing guitar, vinyl records, running, movies, posters

EXPERIENCE

CONTRACT | ART DIRECTOR & CREATIVE LEAD 2012–Present

As an all-around designer, illustrator, and content creator, I'm a one-person shop for all project requirements. I juggle multiple deadlines and I'm a driven self-starter with client acquisition. I was chosen out of over 100 applicants to create artwork for the launch of Atari 2600+, which increased awareness of the product across social media. Whether I work on branding, posters for Marvel, or motion graphics for musicians, I pull from my versatile experience on every project.

Clients: Disney, WWE, INVIZ, Netflix, MLB, Sony Pictures

PALMER'S | LEAD DESIGNER & ART DIRECTOR 2021–2023

Led the art department at Palmer's, a multi-faceted market and catering company. Facilitated the daily design needs of the seven market departments. Interpreted fast-paced feedback and visualized marketing ideas with creative directors. Managed a junior designer, advocated for support & offered guidance, which increased their work performance upon review. In 2022, I innovated eye-catching store signage and materials for catered weddings & events. Created weekly email campaigns for over 8,000 subscribers, spearheaded marketing materials for 14 in-store holidays per yer, including Thanksgiving and Christmas.

LUMI AGENCY | CREATIVE LEAD: INTERACTIVE 2018–2020

Primary UX/UI point person for interactive projects; spearheaded print and digital advertising campaigns for Prudential, Serafina Beach Hotel, and Bimbo Bakeries. Developed brand guidelines and wireframed app prototypes.

CATAPULT MARKETING | ART DIRECTOR 2016–2017

Supported B2B advertising agency on campaigns for Frontier Communications. Brainstormed with creative leadership and other art directors. Designed cohesive collateral for customer retention and acquisition in 29 states across social, digital, and television.

RECORD-JOURNAL | GRAPHIC ARTIST 2014–2016

Balanced workload for print and digital advertisements in eight daily media publications. Constructed promotional contests on the front and back end, increased online contest registration by thirty percent.