

# KENT WARD

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## SKILLS

### Disciplines:

- Design
- Illustration
- Typography
- Photography
- 2D Animation

### Programs:

- Photoshop
- Illustrator
- InDesign
- Dreamweaver
- Flash

### Technical:

- HTML
  - CSS
  - JavaScript
  - ActionScript 2/3
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## EXPERIENCE

### Senior Web Designer

Nordstrom

August 2005 - Present

- Concept, design and layout of web pages and micro sites for nordstrom.com
- Develop visual direction and strategy for multi-channel initiatives (Web/Catalog/Store)
- Create home and landing pages, brand boutiques, e-mails, ads and promotions
- Generate info-graphic design (illustration, plus data analysis)
- Extensive work—and experience—in PhotoShop (image manipulation)
- Implement design revisions under tight deadlines
- Effectively produce and manage projects for a list of diverse internal clients
- Work with Design Manager to ensure Web site graphic standards are met
- Regularly called upon to identify and implement process improvements

### Art Director

Sims Vibration Laboratory

July 2002 - July 2005

- Design of annual product catalogs—concept to completion
- Supervision of catalog layout, product photography, copy, legal and printing
- Package design for 130+ SKUs
- Design and photography for 100+ ads running in 40+ publications per month
- Three-dimensional design of trade show booths, including all related graphics
- Design and maintenance of 80-page company website
- Site management using HTML, CSS, Javascript, Flash, and Microsoft .NET
- Regularly supplied R&D Dept. with design, graphic support and drafting

### Principal/Designer

Cypher Designs—Graphic/Web Design

July 2000 - July 2002

- Freelance print and web design for a variety of clients
- Monthly newsletters, newspaper ads and multimedia presentations
- Corrugated and foam packaging design

### Design Department Manager

I.R. Specialty Foam & Packaging

February 1998 - July 2000

- Design and maintenance of corporate website
- Graphic design of marketing materials, fliers, technical documents and catalogs
- Design of custom protective packaging for medical, dental, aerospace, military, more
- Two- and three-dimensional drafting and programming of three-axis CNC machine

### Corrugated Designer

Pacific West Coast Dies

July 1995 - February 1998

- Operation of Artios Designer Workbench (for design of corrugated containers)
  - Reviewed and tested client designs
  - Prepared designs for die layout
  - Operated Kongsberg Sample Table
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## EDUCATION

Universal Technical Institute  
Associate, CADD, 1994 – 1995