

KEN KREKELER

design/illustration

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UNIT D
BIRMINGHAM, MI

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WORK EXPERIENCE

PRODUCTION ARTIST

MRM/McCANN - Birmingham, MI (May 2010 - present)

- Lead production artist on GM vehicle web campaigns. Responsibilities primarily include photo re-touching, asset preparation and web design. Also heavily involved in internal promotional videos, with roles in direction, script writing, animation, animatics and storyboarding.
- Radically streamlined the asset-management process by writing a series of automated actions that resized/reformatted hundreds of images in record time.

Clients: Chevrolet, Buick, GMC, General Mills

CONCEPTUAL DESIGNER (freelance)

ES3 - Rochester Hills, MI (Aug 2010 - Jan 2011)

- Personally oversaw the completion of more than sixty conceptual art pieces designed to illustrate live promotional events. Consisting of fully-rendered color concepts, clients were given a variety of stylistic options, with fast turnaround time to requested changes.
- Adapted a sense of open, clear communication with art directors and project managers.
- Developed a user-friendly PSD folder-format, enabling in-house art directors to reverse-engineer last-minute alterations, thereby raising the expectations and standards of their clients.

Clients: Fiat, Kia, Dodge

DIGITAL ART DIRECTOR (short-term contract)

Team Detroit - Dearborn, MI (Feb 2010 - Mar 2010)

- Assigned to the launch of the Bosch "Light 'Em Up" campaign, and tasked with designing storyboard sequences for homepage animation. Assisted in the construction of assets and skins for the "Light 'Em Up" iPhone app.
- Comfortable presentation performances conveying sequential information in team meetings and client reviews. Strong ability to operate on a team while interpreting creative criticism with constructive results.

Clients: Bosch

FLASH ANIMATOR / PRODUCTION ARTIST

BBDO - Troy, MI (Oct 2009 - Jan 2010)

- Produced numerous e-learning courses and routines (Master Service and Parts, and iShowroom). Duties involved asset preparation, timeline animation, and syncing visual displays to audio material.
- Gained first insight to agency life, securing a solid network of colleagues, technical expertise, and day-to-day-agency knowledge. First acclimation to basic HTML, CSS and Actionscript coding.

SPECIAL SKILLS

Photoshop
After Effects
Illustrator
Sound Design
Storyboarding
Creative Writing
Animatics
Copy Editing
Photography
Voice Acting

ACCOMPLISHMENTS

- First place winner of the 2009 Goldwasser competition for Excellence in Writing
- Published two full-color graphic novels and one ongoing comic book series, all of which distributed globally through Diamond Distribution and met with high critical acclaim

EDUCATION

COLLEGE FOR CREATIVE STUDIES

Bachelor in Fine Arts - Detroit, MI (Graduated: May 2009)

- Concentration in digital and graphic design, with a major in Illustration and a minor in Creative Writing.