

# KEN KREKELER

design/illustration

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## WORK EXPERIENCE

### **PRODUCTION ARTIST**

*MRM/McCANN - Birmingham, MI (May 2010 - 2017)*

- Lead production artist on GM vehicle web campaigns, which included responsibilities such as photo re-touching, asset preparation, and web design
- Directed, wrote, animated, and storyboarded internal promotional videos
- Undertook the writing of a series of automated actions to radically streamline the asset-management process, leading to the resizing/reformatting of hundreds of images in record time

*Clients: Chevrolet, Buick, GMC, General Mills*

### **CONCEPTUAL DESIGNER (freelance)**

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

- Supervised the completion of more than 60 fully-rendered color conceptual art pieces designed to illustrate live promotional events
- Engaged in dialogue with clients, providing them with stylistic options, and incorporating their feedback with high regard
- Contributed to a high-functioning, well-respected work environment and client exchange by developing a user-friendly PSD folder-format, enabling in-house directors to reverse-engineer last-minute alterations
- Developed and fostered an open, respectful, clear communication line with and between art directors and project managers

*Clients: Fiat, Kia, Dodge*

### **DIGITAL ART DIRECTOR (short-term contract)**

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

- Directly participated in and contributed to the launch of the Bosch "Light 'Em Up" campaign by designing storyboard sequences for homepage animation
- Assisted in the development of assets and skins for the "Light 'Em Up" iPhone app
- Displayed a strong ability to operate on and contribute to a team of professionals, and efficiently interpret and incorporate creative criticism with constructive results
- Presented sequential information during team meetings

*Clients: Bosch*

### **FLASH ANIMATOR / PRODUCTION ARTIST**

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

- Produced e-learning courses and routines, developing a facility with programs including Master Service and Parts, and iShowroom
- Prepared assets, animated timelines, and synced visual displays to audio material
- Gained first-hand insight into agency life, including the day-to-day intricacies involved in such environments, as well as secured and fostered a strong network of colleagues and developed technical skills and expertise

## SPECIAL SKILLS

Adobe Photoshop  
Adobe After Effects  
Adobe Illustrator  
Adobe Premiere  
Adobe Dreamweaver  
Adobe InDesign  
Adobe Media Encoder  
Sound Design  
Storyboarding  
Creative Writing  
Animatics  
Copy Editing  
Photography  
Voice Acting

## ACCOMPLISHMENTS

- Published two full-color graphic novels and one ongoing comic book series, all of which were distributed globally through Diamond Distribution, receiving high critical acclaim
- First place winner of the 2009 Goldwasser competition for Excellence in Writing
- Successfully crowd-funded eight Kickstarter campaigns, raising more than \$20,000 collectively for the comic book series "Westward"

## 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