












## CONTACT INFORMATION

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- www.kevinalter.com

## PRINCIPAL TOOLS

- ears 
- brain 
- 3ds max 
- autocad 
- sketchup 
- photoshop 
- illustrator 
- indesign 
- after effects 
- word 
- excel 

## INDUSTRY AWARDS

- exhibitor bronze award  
sora - LFI 2018
- skyline designers choice award  
essilor - vision expo 2018
- promax bda award  
good morning sacramento 2009

## CORE QUALIFICATIONS

- 27 years designing and producing marketing, entertainment and experiential environments.
- Excellent listening skills with an appreciation for client objectives.
- Effective communicator both verbally and visually.
- Collaborative problem solver with meticulous attention to detail.
- Proficient in the managing, planning and budgeting design and production activities.
- Quality solutions within very demanding environments and limited time constraints.
- Successful integrator of creative solutions within a practical budget minded business model.
- Competent project director of client, creative, project and account teams.
- Extensive knowledge fabrication techniques and processes.
- Collaborative intermediary with clients, architects, engineers, fabrication partners and contractors.
- Aptitude for scheduling activities, tracking metrics and the collection of design team KPIs.

## PROFESSIONAL EXPERIENCE

- **Creative Director** Sector 5 | Arlington, TX | Dec 2015 - Current
  - Creative lead on all large scale and strategic opportunities.
  - Established and maintained collaborative relationships with strategic company accounts securing several key competitive RFPs.
  - Implemented training for account teams on creative process, technical document fluency and the role of design in providing solutions to our clients.
  - Provided direction and mentoring to staff and freelance designers on a daily basis.
  - Authored strategic creative briefs to clients when appropriate.
  - Executed, communicated and delivered design presentations to clients.
  - Created control drawings and specification documents for clients and fabrication partners.
  - Reviewed, revised and approved construction documents and set-up drawings.
  - Functioned as intermediary between clients, architects, sub-contractors and fabricators.
- **Principal** Kevin Alter, LLC | Denver, CO | April 2010 - Dec. 2015
  - Designed, produced and delivered numerous projects direct to end clients.
  - Created website, brand image and strategy for Kevin Alter, LLC.
  - Performed as principal creative, account executive and project manager for projects produced by Kevin Alter, LLC.
  - Collaborated with and provided creative services to many prominent exhibit design and production agencies.
  - Functioned as intermediary between clients, architects, sub-contractors and fabricators.
  - Executed, communicated and delivered design presentations to clients.
  - Produced control drawings and specification documents for clients and fabrication partners.
  - Reviewed, revised and approved construction documents.

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## CAREER STATISTICS

27

CAREER YEARS

308400

CAREER HOURS

2147

CAREER PROJECTS

76%

AVERAGE CLOSE RATIO

## DESIGN EDUCATION

- art institute of colorado  
industrial design technology  
july, 1993

## PORTFOLIO LINKS

- online:  
[www.coroflot.com/kevinalter](http://www.coroflot.com/kevinalter)
- direct download:  
<https://shwca.se/download>

## PROFESSIONAL EXPERIENCE

- **Creative Director** Park Place Studio | Pittsburgh, PA | Nov. 2008 - April 2010
  - Created dynamic on-camera broadcast news environments for domestic and international news entities.
  - Developed shot blocking for visual story telling of news programming with an emphasis on talent placement, camera positioning and background imagery.
  - Engaged with station general managers and producers to develop on-camera style.
  - Executed, communicated and delivered design presentations to clients.
  - Created control drawings and specification documents for fabrication partners.
  - Developed schematic drawings studio layout and function.
  - Operated as liaison between graphic designers, project managers and fabricators.
  
- **Senior Project Designer** George P. Johnson | Auburn Hills, MI | Jan. 2008 - Nov. 2008
  - Conceptualized comprehensive experiential environments for clients spanning multiple industries and market segments.
  - Participated in collaborative team brainstorming exercises to develop initial ideation and direction for strategic projects.
  - Generated animated presentations for automotive account proposals.
  - Provided creative support to various project teams for primary strategic accounts.
  - Conducted design presentations to key automotive clients.
  - Created control drawings and specification documents for internal estimators and fabricators.
  
- **Design Director** Mice North America | Tempe, AZ | Sept. 2003 - Jan. 2008
  - Creative lead on strategic opportunities for three offices across the southern operations.
  - Recruited, hired, mentored and trained incoming junior design talent.
  - Developed multiple creative presentations for competitive proposals resulting in considerable new account acquisition and substantial revenue growth.
  - Authored and developed the creative and design SOPs for the southern operations.
  - Provided creative direction to staff and freelance designers on a daily basis.
  - Successfully cooperated with multiple divisions across North America on project and account proposals.
  - Integrated and collaborated with the commercial interiors group on numerous successful projects and account proposals.
  - Executed, communicated and delivered design presentations to clients.
  - Created control drawings and specification documents for internal estimators and fabricators.
  - Reviewed, revised and approved construction documents and set-up drawings.