



KEVIN KRUGER 302-528-8054 6 O'MEARA CT MIDDLETOWN, DE 19709 KEVIN@KEVINKRUGER.COM

Art Director and New Media Developer experienced in development and launch of web-based applications including websites, software applications, multimedia presentations and sales collateral. Expertise in user interaction design principles, visual identity systems and management of cross-functional development teams.

Proven leadership in high-profile initiatives:

- Lead interactive director for Waypoint Group, responsible for design of websites and promotional materials for Fortune 500 clients including Aramark, DuPont, W.L. Gore & Associates, and Jos. A Bank Clothiers.
- Designed, implemented, and managed the Fila USA online store, as well as comprehensive seasonal promotional programs including print ads, banner ads, promotional web pages and distributor catalogs.
- Key member of interactive design team for Fusura LLC, one of the fastest-growing online insurance companies at the time. The Fusura website incorporated complex, component-driven user interface systems, and was designed to host multiple brands within a common visual identity standard.

A versatile strategic thinker with a sharp eye for breakthrough design.

HISTORY

Art Director/Lead Developer

I 720 MEDIA. LLC
WILMINGTON, DE
11/03 - CURRENT
Responsibilities include concept, design and production of print and interactive projects. Created identity systems, brochures, advertising campaigns, sales kits and trade show materials. Developed custom websites, database web applications, shopping carts, online surveys and email template systems. Created interactive flash and director programs, animations and optimized digital video for online and CD-ROM presentation.

CLIENTS: WILMINGTON TRUST AMERICAN DIABETES MARCH OF DIMES
INTELEVENT ASSOCIATION RIVERFRONT
DEVELOPMENT CORP.

Senior Graphic Designer/Website Designer

FUSURA LLC.
WILMINGTON, DE
2/02 - 8/03
Responsible for all aspects of design and corporate identity standards including visual interfaces, prototypes and interaction models for web-based applications, as well as promotional print materials, advertising, direct mail, and email campaigns. Lead cross-discipline design team including art directors, programmers, and product development managers.

Interactive Director

WAYPOINT GROUP
WILMINGTON, DE
6/00 - 10/01
Directed all aspects of design and production for websites, interactive kiosks, and CD-ROMs, from concept through final testing. Managed several key client relationships.

CLIENTS: AÉROPOSTALE FILA JOS. A. BANK
DUPONT EP HENRY W.L. GORE & ASSOCIATES

Art Director/Website Designer

**LYONS MARKETING/
WAYPOINT GROUP**
WILMINGTON, DE
6/97 - 6/00
Responsible for concept, design and production of websites, CD-ROMs, and other multimedia projects. Developed user interaction designs based on usability best practices and consumer research.

CLIENTS: ARAMARK DUPONT PEP BOYS
BMW HERITAGE KITCHENS SPERRY TOPSIDER

Website Designer

HARRIS DESIGN
HOCKESSIN, DE
1/97 - 6/97
Developed communications strategies, creative advertising concepts, and promotional support materials including websites, print advertising, and sales collateral.

CLIENTS: DELAWARE THEATRE CO. AJILON VIPS

Aviation Electrician

U. S. N A V Y
KEY WEST, FL
9/87 - 2/92
Provided troubleshooting, repair, and maintenance for U.S. naval aircraft.



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EDUCATION

UNIVERSITY OF DELAWARE Bachelor of Science, Visual Communications NEWARK, DE

PROFICIENCIES

Programming: HTML, CSS, JAVASCRIPT, PHP, MYSQL
Familiar with: DHTML, ASP.NET(C#, VB), JSP, XML, ACTIONSSCRIPT, LINGO

Experience using:

DREAMWAVER FIREWORKS POWERPOINT MOVIE CLEANER MAC
PHOTOSHOP FLASH ILLUSTRATOR SOUNDEDIT WINDOWS
IMAGEREADY DIRECTOR QUARKXPRESS ATG DYNAMO UNIX

DESIGN AWARDS

New York Festivals Awards: 1999 [SILVER]
Art Directors Club of Philly Awards: 1999, 2000
Advertising Club of Philly Awards: 2001 [BEST OF INTERACTIVE]
Advertising Club of DE Awards: 1997, 1998, 2000 [BEST OF SHOW], 2001 [SILVER, GOLD], 2002

URLS

To view additional samples of website projects, please visit www.KevinKruger.com

Table with 3 columns: URL, Description, and Skills/Tools used. Includes entries for centerontheriverfront.com, intelevent.com, radiusav.com, mastersidlow.com, architectsde.com, and dvpaperweights.org.

NO LONGER ONLINE

Table with 3 columns: URL, Description, and Skills/Tools used. Includes entries for fila.com, aeropostle.com, goretex.com, and fusura.com.