

**KEVIN KRUGER**

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www.KevinKruger.com

ART DIRECTOR & NEW MEDIA DEVELOPER / Experienced, versatile leader with an eye for breakthrough design. Skilled in development of brand and corporate identities, creation and launch of web-based applications including websites, software applications, multimedia presentations, and sales collateral. Accomplished in user interaction design principles, visual identity systems, and management of cross-functional development teams.

Proven leadership in high-profile initiatives:

- Led visual design efforts for Chase Mobile's iPhone application.
- 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.
- Assistant Art Director and member of the interactive design team for Fusura LLC, one of the fastest-growing online insurance companies of its time. The Fusura website incorporated complex, component-driven user interface systems, and was designed to host multiple brands within a common visual identity standard.

CAREER DEVELOPMENT

JPMORGAN CHASE / Senior Multimedia Designer, October 2005 / Present

Responsible for the visual concept, design and build of marketing pages, interstitials, ads and email campaigns. Develop highly interactive multimedia portals for demo, tutorial and advertising purposes. Leader of several design team initiatives.

- Visually refined and completely updated Business and Commercial's Help Content Tutorials for Chase.com
- Oversaw creative concept and execution of multiple marketing efforts for Chase.com and its LOB Clients
- Managed the usability and visual interface design of several internal web applications
- Led graphic development for Card Services intranet platform
- Director of all visual design and usability efforts for Enterprise Shared Services projects, including Cardnet

I 720 MEDIA LLC / Art Director - Lead Developer, November 2003 / October 2005

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

FUSURA LLC / Senior Graphic Designer - Website Designer, February 2002 / November 2003

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.

- Interface design, art direction, prototype development, HTML and Javascript programming, QA testing

WAYPOINT GROUP / Interactive Director, June 2000 / October 2001

Directed all aspects of design and production for websites, interactive kiosks, and CD-ROMs, from concept through final testing. Managed several key client relationships.

- Art direction, technical direction, development, programming, project management for clients such as Fila, Aeropostle, and Goretex

LYONS MARKETING/WAYPOINT GROUP / Art Director - Website Designer, June 1997 / June 2000

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.

- Art direction, development, programming, project management for clients such as Dupont, BMW, Pep Boys, and Aramark

HARRIS DESIGN / Website Designer, January 1997 / June 1997

Developed communications strategies, creative advertising concepts, and promotional support materials including websites, print advertising, and sales collateral.

U.S. NAVY / Aviation Electrician, September 1987 / February 1992

Provided troubleshooting, repair, and maintenance for U.S. naval aircraft.



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EDUCATION

UNIVERSITY OF DELAWARE / Bachelor of Science, Visual Communications

SOFTWARE SKILLS

Dreamwaver, Photoshop, Imageready, Illustrator, Flash, Director, Powerpoint, Quarkxpress, Movie Cleaner, Soundedit, ATG Dynamo, HTML, CSS, Javascript, PHP, MYSQL, Actionscript, XHTML, ASP.NET(C#, VB), JSP, XML, Lingo, Mac, Windows, Unix

AWARDS & ACTIVITIES

NEW YORK FESTIVALS AWARDS / 1999 silver

ART DIRECTORS CLUB OF PHILLY / 1999, 2000

ADVERTISING CLUB OF PHILLY / 2001 best of interactive

ADVERTISING CLUB OF DELAWARE / 1997, 1998, 2000 best of show, 2001 silver & gold, 2002

ADVERTISING CLUB OF DELAWARE / Board of directors 1997 - 2002

JPMORGAN CHASE'S INTRANET DESIGN REVIEW BOARD / Member 2006 - 2008

WEBBY AWARD / 2008

EXAMPLES

CHASE HELP CONTENT TUTORIALS / demo.chase.com/presents/guidedtour/public / Demos for Chase.com

LOCATION 8 / location8.com / Advertising and marketing firm

MOECKEL CARBONELL ASSOCIATES / architectsde.com / Architectural firm

MASTER, SIDLOW & ASSOCIATES, P.A. / mastersidlow.com / Certified public accountant firm

DUPONT / pc.dupont.com/gopro / Dupont refinish paint resources

DUPONT TATE & LYLE BIOPRODUCTS / duponttateandlyle.com / Dupont Bio-based petroleum alternatives

MICHAEL PETRUZZI PHOTOGRAPHY / michaelpetruzzi.com / Photographers website