

Kevin O'Hara

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About

I'm a graphic designer and art director with a rising business mind able to lead any print, video or web project from start to finish. I have exceptional strategic thinking, conceptual and problem solving skills to match my eagerness in putting pencil to paper and bringing ideas to life.

Experience

jellyFace Creative, LLC 2009-Present

Creative Director/Co-Founder

As one half of the boutique communications and design firm, I'm responsible for new client acquisition, project management and creative direction. I create personalized communications plans, identity and branding development, as well as marketing strategies that allow our clients to spread their image, grow their business and develop a loyal customer base. Projects include logo design, brochure and print collateral, website and email design and advertising.

Clients: ASD, Coding Web U, D&D Vending, Forever Pink, Krupansky Fencing, Mia Bella Salon

Citadel Federal Credit Union 2003-Present

Senior Graphic Designer/Copy Writer 2007-Present

As the lead creative talent within the Sales & Marketing organization I guide the visual look and feel of all credit union advertising materials. I oversee all projects and manage younger graphic designers in branding, color, type and layout use to maintain company standards. Along with creative oversight of television and radio commercials including story development, talent selection/casting, set construction, production and final edits I work alongside agencies, production houses and freelancers when necessary.

Skills

Design

Adobe Creative Suite - Photoshop, Illustrator, InDesign, Dreamweaver, Flash, After Effects, Premiere

Programming

HTML, CSS, Javascript, jQuery, PHP, WordPress

Systems

AdWords, AdSense, DG Fast Channel, Carousel

Additional

SEO, SEM, Digital and traditional photography, Illustration, 3D Modeling

Areas of Expertise

- Creative Direction and Conceptual Thinking
 - Expert Level Photoshop with a Strict Eye for Detail
 - Thorough Knowledge of Print and Electronic Design & Production
 - Electronic Marketing, including Email Campaigns, Online Surveys, Banner Ads
 - Website Creation, Design and Administration
 - User Interface and Usability Design
 - Web Standards and Cross-Browser Compatability
 - Television Video Production
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Education

- Millersville University, B.A., Art
 - Pennsylvania State University, Undergraduate Studies
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Professional Associations

- AIGA - The Professional Association for Design
- NAPP - National Association of Photoshop Professionals
- FLOW - Future Leaders of West Chester