

# Kurt Shepard

GRAPHIC DESIGNER

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**Check out my portfolio:** [www.kurtsh Shepard.com](http://www.kurtsh Shepard.com)

## PROFESSIONAL PROFILE

I'm a seasoned graphic designer with 25 years of experience in many facets of design and the overall creative process including corporate, agency, and freelance design. I possess a unique combination of conceptual strength and technical proficiency for print and digital graphics and am equally comfortable working in both collaborative and independent environments. I'm also adept at time management, problem solving and have a knack for grasping the bigger picture.

## WORK EXPERIENCE

### Graphic Designer

May 2019 – June 2022

*WellCare now Centene Corporation*

- + Collaborated with Project Managers to produce print and digital healthcare materials for the company's 26 million members
- + Using style guides, maintained brand expertise, and met brand initiatives in all design materials for the company's 17 brands ensuring deliverables aligned with brand message, tone, and voice
- + Led collaboration of graphics and copy teams providing unique concept themes and graphics for internal employee programs, newsletters, and compelling high-level presentation decks. Critiqued work and provided actionable feedback for improvement
- + High volume/fast paced environment with over 1,862 tasks personally generated in 2021
- + Produced 98.8% to quality, accuracy, and TAT
- + Spearheaded creation and implementation of brand quick reference guides cutting number of revisions by 48%
- + Developed InDesign templates using style sheets to streamline production process, increasing productivity by more than 50%

### Sr. Graphic Designer

September 2004 – May 2019

*Mantra Creative*

- + Produced materials ranging from print collateral, tradeshow, packaging, social media, and web graphics from concept to completion
- + Worked with clients to gather project requirements, offered strategic ideas based on marketing or communications objectives
- + Project managed design assignments, ensured work was produced on time, on budget, and at a high standard
- + Coordinated vendor relationships, obtaining estimates, and establishing time frames for deliverables

### Graphic Designer

May 1996 – September 2004

*GRAFX Design of Tampa*

- + Collaborated with Sr. Creative Director to conceptualize and design diverse print and digital materials for over 100 clients
- + Produced concepts that accurately represented client's brand and marketing initiatives
- + Met with and conferred with Account Executives to ensure project fulfills client directives before submission
  - + Reviewed printer proofs, color correctin photos and made layout adjustments if needed before sending files to print

## EDUCATION

### Associate of Arts

Tampa College  
Commercial Design

1993

### Associate of Arts

Santa Fe College  
Business

1990

## HARD SKILLS

Adobe InDesign    Adobe Acrobat    Microsoft Excel  
Adobe Photoshop    Microsoft PowerPoint    Mac OS  
Adobe Illustrator    Microsoft Word

## SOFT SKILLS

Branding    Idea generation    Typography  
Presentations    Iconography    Color theory  
Logo development    Infographics    Printing process