



KEVIN DAVIES

CREATIVE SKILLS & SERVICES

- **Art Direction, Concept Generation & Graphic Design**
- **Writing & Simulation Design**
(Game Rules, Scenarios, Training Simulations, Consumer & Corporate Marketing)
- **Website Creation, Content Creation & Existing Site Updating**
- **Print Layout & Production**
(Promotions, Magazines & Books)
- **Illustration & Image Manipulation**
(Traditional & Digital Media)
- **Photo Retouching & Enhancement**
- **Client & Talent Relations**
- **Marketing Campaign Development & Event Management**

SOFTWARE EXPERTISE

Publishing & Image Creation

(Macintosh Computers): QuarkXPress, Adobe (InDesign, GoLive, Photoshop, ImageReady, Illustrator, Streamline, Acrobat & Distiller) Aldus Freehand, Microsoft (Word, PowerPoint, Explorer), Fontographer (typeface creator), ATM Deluxe, Suitcase, Toast CD Creator, Netscape Communicator, Norton Utilities... and more. I have also applied my experience to diagnose and repair Macintosh OS and related problems.

OBJECTIVE

I am seeking work as a provider of creative services, including: brainstorming and writing (creative or technical); visual conceptualization, illustration, storyboards, and design; typesetting, layout, and production (print and web).

SKILLS AND EXPERIENCE

I offer an extensive skill set, dynamic ideas, a flexible and practical design sense, with more than 10 years of professional experience in conception, writing, design, illustration, photography and photo-retouching, production, and publishing. My work includes design and production for consumer advertising, corporate communications, books, magazines, and websites; illustration (books, magazines, comics, animated film and TV, games), writing (game design, rules, and scenarios; magazine articles; consumer marketing; training simulations), and event management.

I can function independently as a freelance or as a contracted member of a creative team — working directly with clients, or through an account manager and/or other intermediaries. I can function in either a support or leadership role, guiding others through the process of brainstorming, design, and production as necessary. Once handed an assignment, I dedicate myself to seeing that it is accomplished on time, within budget, and reflecting any creative directions provided. When impossible deadlines arise, I'll put in the late hours. I always give 110%.

I can work on-site or at my own studio; I have the hardware, software, and peripheral resources necessary to complete most assignments. I possess strong organizational and multi-tasking skills.

I am willing to research and train as necessary. I'm a fast learner. I also enjoy teaching; I have experience instructing others in the use of the MacOS and specific software applications.

I thrive on creative challenges and opportunities to add to my experience and capabilities. To view a portfolio of my work please contact me via phone or email.

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40 Seymour Avenue, Toronto, Ontario M4J 3T4 Canada

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ONLINE PORTFOLIO: <http://www.peregrine-net.com/creative.html>

SKILLS AND EXPERIENCE IN DETAIL

CONCEPT & DESIGN

Concept Creation and Brainstorming:

- Client Communications and Idea Interpretation.
- Idea Contribution, Consensus Building, Decision Making.
- Preparing an Action Plan or Proposal.

Concept Rendering (Pencil, Marker, or Digital Media):

- Concept Illustrations (people, objects, products, package designs, buildings, vehicles, food, etc.).
- Storyboards (Corporate Product Promotional Videos, TV Commercials, Rock Videos)
- Character, Setting, and Object Designs (Animated Films, Comic Books).
- Costume Design (Historical, Science Fiction, Fantasy).

Graphic Design:

- Printed or Electronic Publication Design and Layouts (including Ads, Brochures, Books, Manuals, and Catalogs, Trade and Consumer Magazines, Annual Reports, Restaurant Menus and Placemats, POP Displays, Greeting Cards, Trading Collector Cards, Promotional Kits, Signage, Website Interface and Content Organization, and Static-Image TV Commercial Sequential Information Screens).
- Logos, Stationary, and Corporate Identity Conceptual Designs.
- Typeface Design and Creation.

WRITING

Marketing and Corporate Communications:

- Print Advertisements, Brochures, and Booklets.
- Promotional Kits (Press Releases, Advertiser Solicitation Kit, Promotional Documents and Slogans).
- Corporate Training 'Live Roleplay Games'.
- Kids Activities: Games and Puzzles for Placemats.
- Agency Ad Pitch and Project Proposal Documents.
- Radio Commercials (fitness center, home builder).

Creative Writing:

- Magazine Articles and Interviews.
- Game Designs (Roleplay Games, Board Games, Card Games, Miniatures Rules).
- Characters, Settings, and Adventures for Roleplay Games.

IMAGE CREATION

Painting and Drawing (Traditional or Electronic Media):

- Advertising and Editorial Illustrations (all subject matter, including people and products)
- Book and Magazine Covers (Science Fiction, Fantasy, Horror magazines, paperbacks and hardcover books)
- Website Graphics and Illustrations.
- Film and TV Animation Background Layouts; Character and Object Drawings.
- Comic Book Interior and Cover Illustrations.
- Trading Collector Card Game Art.

Photography and Photo Retouching:

- Customers, Staff, and Facilities for Commercial Promotions.
- Corporate Portraiture for use in publications.
- Travel and Scenery, Object Still-Life, Weddings.
- Digital Image Retouching, for print and websites.

Drafting:

- Map Creation (Urban Streets, Regional Area, Continental Geographic Features).
- Product and Object Views (Top, Side, Perspective, etc.).

MARKETING CAMPAIGN DEVELOPMENT AND/OR PROJECT MANAGEMENT

Grand Re-opening of Fitness Centre

- Hire and manage catering and entertainment services; acquire and produce promotional devices (Ads: Radio, TV, Print); oversee execution of project at site.

'Live Roleplay Game' Sales Training Event Creation

- Meet with client to discuss participants, goals, and parameters; research background of client's products and sales procedures; produce profiles of Characters for Sales Training Staff; establish rules of the event; produce any additional props or materials needed for the event; oversee the running of the event on-site.

Science Fiction and Media Convention Management

- Establish the events and guests for the convention; coordinate the efforts of other staff pre-event and on-site; design and oversee the production of all promotional and program materials; provide media interviews when requested.

Magazine Concept and Production/Marketing Assessment

- Determine potential market, suppliers, costs, profitability.

PRODUCTION & EXECUTION

Desktop Publishing/Production:

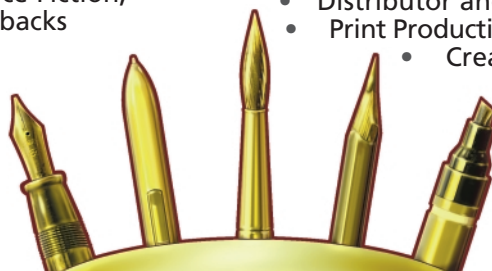
- Printed or Electronic Publications (including Ads, Brochures, Books, Manuals, and Catalogs, Trade and Consumer Magazines, Annual Reports, Restaurant Menus and Placemats, Greeting Cards, Trading Collector Cards, Promotional Kits, Signage, Websites, and Static-Image TV Commercial Sequential Information Screens).

Management and Administration:

- Client Communications and Sales Pitches.
- Supplier Communications and Purchasing.
- Distributor and Retailer Communications and Sales.
- Print Production Process, Press Check, Proof Approval.
- Creative Talent Management.

Traditional Printing Pre-Production:

- Typesetting and Paste-up Layout.
- Linotronic Operation, Plate Burning.
- Negative Stripping and Spotting.
- Linoblock and Woodblock Printing.
- Silk Screen Press Operation.



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CLIENTS – AGENCIES AND ACCOUNTS

Provided below are some of the many agencies and accounts I've worked for. Having spent many years as a freelance creative service provider, I've had the opportunity to work on a wide variety of jobs representing many industry sectors. Additionally, working with so many clients has enabled me to develop the capacity to quickly attune to the workflow processes and organizational systems of each client — necessary when processing large numbers of files under deadline.

Ad Agencies & Accounts Worked On

- ADCOM (CablePlus, Oakville Place, Valery Homes, Multi-Area Developments Inc., Wrigley)
- Anderson/Artefact Design & Production (Merck Frosst Canada, Bristol-Myers Squibb, Esso, Grand & Toy, Centocor).
- The Armadillo Design Company (Bolskaya Vodka, Chaps Restaurant, Cougar Shoes, First Choice Collectibles, Good Humor: Popsicle, Klondyke, Breyers Ice Cream, Innocon Inc., The Lazy Pelican Restaurant, LeBLANC, Orthopedic Orthotic Consultants, Phonetime International Inc., Targus, Trekk)
- Fischer Creative (Royal Bank Advisor Magazine)
- Head & Varvas Agency (Intracorp, Menkes, Merrick Homes, Rosehaven Homes, TD Omni, Torblair, Tridel Homes)
- The Image Group (Super Fitness, Canon, TD Bank, Royal Bank, Natural Environment Recovery Inc., Environs)
- Indellible Concepts (Geranium Homes, Georgian Homes, Avalanche, Psychnet, Triacel, Pasteur Mériex Connaught, Interhop)

- Karstan Communications, Inc., (James River Canada Inc., Maxwell House, Subway, Heinz)
- Larter Advertising (Cashway Lumber, Harley Davidson, Pioneer Electronics, Flowers B-4-5, Old Firehall Sports, O'Toole's Restaurants, Hockley Valley Resort, Public Storage, Thornhill Renovation Centre, Walt's Beanery Restaurant)
- MELAdjusted Design (Mr. Submarine)
- Northern Lights (TD Financial)
- QuadraVision (Miles Canada Challenge Simulation, National Trust Focus on the Future)
- RoboShop Publishing Ltd., (Woods Canada, SuperCorp, Knowlton Realty Ltd., Sounds Interchange, Super Champ, Goliger's Travel, Toronto Blue Jays, Canadian Tire)
- Salter deGruchy (NEC, Merisel, Commodore Computer, Hart & Lyne Limited, Pizza Pizza Account Pitch and Comic Proposal)
- Second Dimension International Ltd. (Tim Hortons)
- SONAR Communications Group (Mercer Intranet Website)
- The St. John Group (Nortel)
- What's The Big Idea (Toronto Tourism, Lexmark)

Other Clients By Industry Category:

- **Book Industry:** Baen Books, Dark Harvest Press, Baskerville Books.
- **Business & Legal Services:** Campbell's Kwik Copy Printing, Gardiner, Blumberg Barristers & Solicitors, Mentor Business Services.
- **Comic Industry:** First Publishing, Warp/Apple Comics.
- **Film Industry:** Nelvana (The Care Bare Movie, Ewoks, Droids), Peter Hitchcock Films.
- **Game Industry:** Atlas Games, CyberRealms, Daedalus Games, Night Vision Games, Kapow Press, Palladium Books, TSR Inc.
- **Government:** Government of Canada, Elections Ontario.
- **Internet:** Oxford Properties Group (Spots Parking website), Spike Jackets (website), Innocon Inc. (website) Delrina (web images).
- **Magazine Industry:** Adventures Unlimited, Borderland, Computing Now!, Dragon, Dungeon, Electronics Today, Excel (Aetna Canada), The Familiar, Miriad, Scream Factory, Scrye.
- **Music Industry:** Brilliant Fish Music.
- **Retail:** Bakka SF Bookstore, The Quilt Shoppe, The Worldhouse, Yuk Yuk's Comedy Club.

<http://www.spotsparking.com>

(Parking Lot Website for Oxford Properties)

<http://www.innocon.on.ca> (Construction Supply Company)

<http://www.vestudio.com>

(Spike Jackets)

<http://www.gaymentor.com>

(Business Advise for the Gay Community)

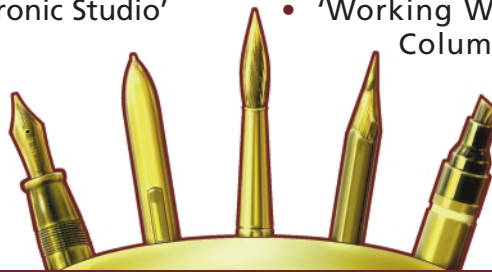
<http://www.peregrine-net.com>

(Game Manufacturer)

EXAMPLE WEBSITE URLS

PUBLIC APPEARANCES – Solo and Panel Lectures

- 'Starting & Managing an Electronic Studio' (Bell Centre For Creative Communications, 1997)
- 'Marketing: Getting Your Message Out' (Origins Game Expo, Columbus, Ohio, 1995)
- 'Working With Talent' (Origins Game Expo, Columbus, Ohio, 1995)
- plus... numerous guest appearances, panel discussions, and art show hangings at literary, media, and game conventions.



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