

Joe Kral

ART DIRECTION, DESIGN & TYPOGRAPHY

Minneapolis, MN

kingkral@gmail.com
412-225-8340 mobile

Experience

Art Direction, Design & Typography

Minneapolis, MN
Jan 1997 - Present

Test Pilot Collective

A digital type foundry and design studio located in Minneapolis, MN.

Clients: Arkitip, Best of Berkeley, Charles S. Anderson, Cuban Council, Duffy, Facebook, Fallon, IdN, Kohl's, Media Temple, Nixon Watches, P.I.C.A., Space150, Sports Authority, Spunk, Werner Design Werks, Vox Inc, Wired

Senior Designer

Minneapolis, MN
Apr 2010 - Jun 2012

Carmichael Lynch

Clients: Subaru, Trane, H&R Block, Save-A-Lot, Sherwin-Williams.

Art Director

Minneapolis, MN
Apr 2007 - Apr 2008

Catalyst Studios

Clients: Target, Nicole by OPI, Kohl's, Snap Wrap.

Art Director

Los Angeles, CA
Apr 2005 - Jan 2006

DNA Studio / WhittmanHart

Clients: Sony Pictures, Bud Light, Budweiser, Busch Gardens,
DNA Studio DVD Series.

Art Director

Pittsburgh, PA
Dec 2003 - Apr 2005

American Eagle Outfitters

Clients: In-house.

Interaction Designer

Palo Alto, CA
Jan 2001 - May 2003

IDEO

Clients: Microsoft, Palm, Handspring, Ideo Blocks Products,
Philips Electronics, Sound ID.

Senior Designer

San Francisco, CA
Mar 2000 - Dec 2000

Bigwords.com

Clients: In-house.

Designer

Minneapolis, MN
Jan 1998 - Sep 1999

Design Guys

Clients: Target, Marshall Field's, Michael Graves, Theatre De
La June Leune, Theater Zero, Magnetic Poetry.

Designer

Minneapolis, MN
Dec 1996 - Dec 1997

Duffy & Partners

Clients: BMW USA, Miller Lite, Citibank, United Airlines,
Children's Defense Fund, Joe Boxer.

Education

Associates Degree

Brown College

Graduated with honors.

Mendota Heights, MN

Aug 1992 - Jun 1995

Joe Kral

kingkral@gmail.com

412-225-8340 mobile