

Kyle Poff

Chicago

kylepoff@gmail.com
773.428.2591 mobile

Experience

Design Director

Leo Burnett

Chicago, IL
Jul 2010 - Present

Principal

Monument Design

Chicago
Mar 2007 - Present

Management and direction for small-scale, freelance-based branding and communications design firm. Includes strategy and brand development for clients such as Billy Jealousy Skin Care, Cookiebar NYC and a selection of local and national brands in a variety of industries.

Art Director/Designer

Materiel Magazine

Chicago, IL
Jan 2008 - Present

Oversee and coordinate all creative aspects of the Chicago-based art journal's publication and branding. Includes art direction, design and production as well as management of web and print-based communications materials.

Senior Designer

Chicago, IL
2005 - 2010

VSA Partners, Inc.

Lead and manage small, team-based groups of designers on branding, identity and various other design applications for clients such as Chicago 2016, Goldman Sachs, Wilson Golf, General Electric, Citadel, Shure Microphones. Responsibilities range from concept development and design to art and photo direction, proposal writing and maintaining client relationships. □

Junior Designer

Dallas, Texas
2004 - 2005

Tractorbeam Design

Concept development, design and production for Dallas-based clients from hotels and non-profits, to banks and consumer brands such as Billy Jealousy, Western Warehouse, Spider Skiwear, and Payless. Work included identity and branding applied to print communication, web, and environmental design.

Education

Bachelor of Fine Arts — Graphic Design

Denton, Texas
Jan 2001 - Dec 2004

University of North Texas

Fine Arts Studies (Non-Degree)

Lubbock, Texas
Jan 1998 - Dec 2001

Texas Tech University

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