

kirk hawkins

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image2canvas.org

skills

Adobe Creative Suite

- InDesign, Photoshop, Illustrator, Lightroom, Acrobat

Web Publishing Software

- WordPress
- FinalSite

Email Marketing Tools

- Constant Contact
- Mailchimp

Working knowledge of HTML and CSS

Videography/Video Editing

- Final Cut Pro
- Adobe Premiere

Photography

- DSLR
- 7+ Lenses
- Portraits, sports events, concerts, classroom activities, campus facilities
- Post-processing

Microsoft Office Suite

Google Applications

work experience

Communications/Marketing Associate

Houston Christian High School, Houston TX, - Sept. 2022 - present

Graphic Designer and Multimedia Associate

Incarinate Word Academy, Houston TX, - Oct. 2021 - Sept. 2022

Visual Media Specialist

Concordia International School Shanghai, Shanghai, China - 2012 - 2021

Graphic Designer/Instructor

Taejon Christian International School, Daejeon, South Korea - 1998 - 2012

duties included

- Conceptualized and executed visually appealing designs for print collateral, including brochures, flyers and promotional materials, ensuring brand consistency and high-quality output.
- Developed and implemented creative concepts for digital media, producing engaging graphics for websites, social media platforms, email campaigns, and online advertisements.
- Coordinated and conducted photo/video shoots, managing all aspects from planning and directing to post-production editing, resulting in high-quality visual assets for marketing materials.
- Managed end-to-end print production processes, from file preparation to liaison with printers, ensuring the highest standards of print quality.
- Collaborated with cross-functional teams to translate project requirements into visually compelling designs that aligned with business objectives.
- Presented and explained design concepts to clients and team members, incorporating feedback and revisions for optimal results.
- Developed and designed infographics and data visualizations to simplify complex information for various audiences.
- Contributed to the development and execution of branding strategies, ensuring visual consistency across all communication channels.

education

East Carolina University - School of Design, Greenville, NC - 1994-1997

- BA Communication Arts - a graphic design concentration

North Carolina State University - Raleigh, NC - 1985-1989

- BS Biological Sciences

references

Katie Gassett

Director of Communications and Marketing
Houston Christian High School
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Andrea Schuitman

Director, Business Development & Marketing
University of Michigan
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portfolio

see website - image2canvas.org