

# KIRK HAWKINS

A seasoned graphic designer with over two decades of experience spanning print, digital, and multimedia design, much of it shaped by living and working internationally. My background includes developing brand identities, marketing campaigns, web content, and video/photography projects while collaborating across teams to create clear, engaging visual communication. I've worked extensively in education and agency settings, managing projects from concept through production using tools like Adobe Creative Cloud, WordPress, and video/motion graphics platforms. As I continue to grow in my career, I am seeking an opportunity that broadens my creative scope, allowing me to apply my global perspective and diverse skill set to more expansive, mission-driven design challenges.

## Core Design & Creative

- Brand Identity & Visual Systems
- Typography & Layout Design (Print & Digital)
- Marketing Collateral & Campaign Design
- Photo Retouching & Image Manipulation

Tools: Adobe Creative Cloud (InDesign, Photoshop, Illustrator, Lightroom, After Effects)

## Web & Digital Media

- WordPress CMS
- HTML & CSS (Working Knowledge)
- Responsive & Accessible Web Design
- Digital Asset Optimization (Web, Email, Social)

## Multimedia & Content Creation

- Video Production & Motion Graphics
- Adobe Premiere Pro & After Effects
- Storyboarding & Post-Production Editing

## Photography

- Professional DSLR Photography (Portrait, Events, Sports)
- Creative Direction for Marketing Campaigns
- Advanced Color Correction & Post-Processing

## Collaboration & Workflow

- Email Campaign Design (Mailchimp, Constant Contact)
- Cross-Functional Team Collaboration
- Project Management & Workflow Optimization (Asana)

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# KIRK HAWKINS

## EDUCATION

### East Carolina University

School of Art & Design, Greenville, NC 1994-1997

- BA Communication Arts – Graphic Design

## EXPERIENCE

### Communications & Marketing Associate

Houston Christian High School, Houston, TX 2022–Present

- Design print and digital marketing assets aligned with brand and communication goals
- Manage publication print production and vendor coordination
- Create infographics simplifying complex information for stakeholders

### Graphic Designer & Multimedia Associate

Incarnate Word Academy, Houston, TX 2021–2022

- Produced web, social, and email content supporting institutional outreach
- Designed quarterly magazine layouts promoting campus initiatives

### Visual Media Specialist

Concordia International School Shanghai, Shanghai, China 2012–2021

- Led photo/video production supporting marketing and communications initiatives
- Directed publication print production and vendor collaboration
- Developed visual solutions with faculty and staff to enhance engagement

### Graphic Designer / Educator

Taejon Christian International School, Daejeon, South Korea 2002–2012

- Presented and refined design concepts while maintaining brand consistency
- Directed publication print production and vendor collaboration
- Developed visual solutions with faculty and staff to enhance engagement
- Taught web and publication design, guiding students in real-world production

### Graphic Designer

Pinpoint Creative Group, Winston Salem, NC 2001–2002

- Created logos and marketing materials for faith-based organizations