KEVIN HALSTEAD

SENIOR ART DIRECTOR & DESIGNER

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Senior Art Director with 25+ years across print, retail, brand advertising and educational publishing. Experience spans in-store POS, packaging and national campaigns, with full production ownership through prepress. A foundation in production and photo retouching now extends to directing generative image and video.

EXPERIENCE

2001-Present

Art Director & Designer

Independent practice

- Develop brand identities, campaigns, packaging and editorial design for agency and direct clients across advertising, publishing, nonprofit and civic work.
- Own layout, image sourcing and retouching, prepress specifications and press-ready files for one- to four-color runs.
- Direct generative image and video from concept, prompt structure and shot design through iteration and selection; retouch and finish the results as production-ready art.

2010-2014

Senior Art Director

TPN / Omnicom

- Led Cricket Wireless retail creative across the path to purchase: in-store posters, brochures, kiosks and complete retail environments.
- Carried promotional offers from concept and key art through production-ready retail execution.

2004-2008

Senior Designer

Holt McDougal / HMH

- Held design standards across a large marketing catalog; partnered with product managers and editorial to translate curriculum into clear visual and verbal communication.
- Designed convention exhibits, posters and sell sheets for McDougal Littell programs.

2000

Art Director, Digital

Douglas-Danielle

- Directed websites and microsites from concept through preproduction; supervised freelance art directors and maintained the studio image library.

1997-2000

Studio Artist to Art Director

Havas

- Built and ran the in-house high-resolution photo studio for color retouching, image manipulation, compositing and graphical rendering.
- Promoted from studio production to team project manager, then to interactive.

1990-1993

Production & Design

McKnight Kurland / Vision Production

- Produced print layouts, electronic publishing, packaging mechanicals and typography for corporate accounts, from client copy and rough concepts through camera-ready art.

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ART DIRECTION

Concepts, campaigns, brand systems, editorial design, storyboards and team supervision.

RETAIL & PRODUCTION

Shopper marketing, POS, packaging, exhibits, presentations and production handoff.

RETOUCHING & COLOR

Compositing, color management, ICC profiles, spot colors, preflight and press checks.

GENERATIVE IMAGE & MOTION

Image and video workflows shaped by a tight brief, careful selection and finished craft.

TOOLS

DESIGN & PRODUCTION

Photoshop, Illustrator, InDesign, Acrobat, Figma, Canva

PHOTO

Lightroom, Camera Raw

MOTION & VIDEO

After Effects, Premiere Pro

GENERATIVE

Adobe Firefly, Midjourney, Google Gemini, Veo, Kling, Runway

WEB & DIGITAL

WordPress, Squarespace, HTML / CSS

PRESENTATION

Keynote, PowerPoint, Google Slides, Microsoft Office

SELECTED CLIENTS

Hoffman Electronics	Hohenfield Inc.	John Moore, Attorney at Law	Chicago Symphony Orchestra
Bonaventure House	Aon	Schawk!	Redbox
Chicago History Museum	Ambrosi & Associates	CNA Insurance	Ford Motor Credit
Baird & Warner	HOK	Lambda Legal	AIDS Walk Chicago

AGENCY REPRESENTATION

Aquent	Paladin	Artisan for Hire	Digital People

EDUCATION

College for Creative Studies
Then Center for Creative Studies
Detroit / 1988-1992 / Art Direction

Wayne State University
Detroit, Michigan
1986-1988 / Liberal Arts