

ANDY REYNOLDS

Graphic Design

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Professional Experience

Andy Reynolds Creative, LLC, Lenexa , KS (June 2015 - Current)

- Freelance design and illustration including logo design, posters, packaging design for food and beverage, home decor, licensed product, as well as contract design for Hallmark Card's Innovation Team. Clients include Coca-Cola, American Greetings, IG Design Group, Target Stores, The Home Depot, Lee Jeans, Open Roads Brands, Wild Waves Water Park, and more.

Hallmark Cards Inc., Kansas City, MO (October 1996 - June 2015) *Senior Designer / Artist*

- Louie Award winner two years in a row 2016 & 2107
- On Hallmark's Innovation Team since 2007, designing with electronic combinations of lights, motors, sounds/songs and alternate materials such as woods, acrylics, honeycomb, vac-forms, and felts.
- Product developer and designer for Hallmark's high-end Signature Line. Collaborated internationally with my unique, unexpected paper craft and paper mechanics solutions.
- Produced original art, both conventionally and digitally.
- Concepted and designed both individual products as well as collections of cards, 4, 12, 96 in a display.
- Sought out by many Art Directors and Creative Directors for my expertise in a Pop-Up Mechanics.
- Expertise in typography solutions and photo manipulation.
- Partnered closely with costing, procurement and Asian partners on a wide variety of materials and manufacturing processes.
- Ongoing responsibility for trends research and application to product.
- Taught classes on Adobe Photoshop and resource manipulation.

DaySpring Cards, Siloam Springs, AR (April 1991 - Oct 1996) *Artist / Product Concept Development / Art Direction & Management*

- Painted and produced 60 pieces of conventional art annually (Pre-Mac)
- In 1996, served as Art Director for staff of 10. Managed art assignments for in-house staff and freelance resources for each product line.

E & E Display Group, Lawrence, KS (Sept 1986 - April 1991) *Point of Purchase Display Designer*

- Designed promotional displays in a variety of materials like corrugate and vac-form. Projects ranged from small countertop point of sales pieces, to end caps, to whole aisle card fixtures and signage.
- Created color renderings for concepts for sales presentations. Also built display mockups for customer approvals and drew final production blueprints.
- Proficient on AutoCAD.

Education

Kansas City Art Institute, Kansas City, MO *BFA Graphic Design and Illustration*

Digital Skills

Expertise in Adobe Photoshop CC, Adobe Illustrator CC & InDesign CC. Trained in Flash.

Experienced at designing for with various materials, with parameters for both laser die cut and bent rule.