

Collaborating with,
learning from, and
leading others to
create **true experiences**
with **real relationships**
between **brands & people.**



KEVIN FERKO

kevinferko.com

hi@kevinferko.com

linkedin.com/in/kevinferko

EXPERIENCE

FREELANCE CREATIVE

2012 / TODAY

Independent freelance and consulting offering leading creative, branding, experience and strategic marketing services.

Working with companies and startups in Education, Parenting, Investing, Outdoor Adventure, Home Improvement, Hospitality, and Community Engagement, managing multi-disciplinary teams.

Furthering skill sets in: generative art / content, user experience and interfaces, coding, prototyping, and content creation.

- Acted as the agency of record for one of the nation's largest Public Relations and Investor Relations firms for clients such as Mitsubishi, Lansinoh and The Arc Alliance.
- Brought on by a global employee recognition company to reinvigorate their UX and UI systems utilized by the Fortune 500.

PREVIOUS EXPERIENCE

CONSULTING CREATIVE DIRECTOR

Somace 2010 / 2012

SENIOR ART DIRECTOR + ASSOCIATE CD

Winning Strategies 2003 / 2005

PARTNER / FOUNDER + CREATIVE DIRECTOR

seventy7 2005 / 2009

SENIOR DESIGNER + DIRECTOR / EDITOR

160over90 2002 / 2003

SELECT CLIENTS

Hilton Hotels
Engage2Excel
Mitsubishi
Sallie Mae
AAA
Sunoco
Gregory FCA

Herman Miller
NJ Transit
Lansinoh
CertainTeed Roofing
New Jersey Travel & Tourism
The Pennsylvania
Horticultural Society

EDUCATION

Hussian School of Art
Degree in Advertising,
Marketing and Design

NY Code & Design Academy
Full-Stack Coding and
Development Training

The 4A's

The Institute of Advanced
Advertising Studies (IAAS)

SKILLS

Brand Development
Creative Direction
Art / Design Direction
Product Design
Strategy Development
User Experience Design
User Interface Design
Web & Application Design
User Research & Testing
Project Management
Journey Mapping
Typography
Prototyping

Adobe Creative Suite
Illustrator + InDesign + Photoshop
+ After Effects + Premiere
Figma
HTML / CSS / Javascript
Midjourney / ChatGPT / DALL-E

Team Leader
Active Listener
Conceptual Thinker
Focused & Efficient
Problem Solver
Self-motivated
Adept Learner
Adaptable
Empathic
Authentic

