

KEVIN AIELLO

416-413-9796 • kfa1@rogers.com
CreateSilence.com/Portfolio

PROFILE

I am a **graphic designer** and **studio production artist** with a wide range of experience.

My career started in **magazine publishing**, where I was a designer, art director and production artist for a number of Canadian sports and culture publications. My role was to design editorial and advertising content, select and retouch images, and then complete final production art.

I then moved on to the world of **advertising agencies** and **design firms**, primarily as a studio artist. In that role, I produce material for print and digital campaigns covering all aspects of visual communications.

A selection of my work covering 1996-2017 can be found online at CreateSilence.com/Portfolio.

SKILLS

I am fluent in the Adobe CC design suite—InDesign, Photoshop, Illustrator and Acrobat—along with possessing skills in PowerPoint and other graphics software. I build print and digital files, do advanced retouching, create vector artwork, and can organize and oversee all aspects of an efficient studio workflow process. I coded my own web site (kevinaiello.com) using HTML/CSS and Bootstrap.

EXPERIENCE

Ove Brand Design, DentsuBos, Antibody, Klick!, Grip

2014 - 2017

Freelance Senior Production Artist, Retoucher, Designer

Responsible for production, retouching, design and file-building for a wide variety of material, including print ads and collateral, brand guidelines, annual reports, PowerPoint presentations and Word templates.

Clients: Acura, Bank of Montreal, Canadian Pension Plan Investment Board, Canada Post, Canon, Honda, Hyundai, Lexus, Manulife, Pizza Hut, Rogers, Royal Bank Canada, Scotts, Toromont, Toyota, Uniqlo

Zync Communications

2012 - 2014

Senior Production Artist, Retoucher, Designer

Responsible for production, retouching, design and file-building for a wide variety of material, including print ads, brochures, catalogues, digital ads, Keynote and PowerPoint presentations, brand guidelines, RFPs and Word templates.

Clients: Armtec, Blackwell, Canadian Olympic Committee, Hicks Morley, LexisNexis, Loblaw, NHLPA, Scotiabank, Speaker's Spotlight, Sun Life Financial

Publicis, Saatchi & Saatchi

2007 - 2011

Freelance Studio Artist, Designer

Responsible for production, retouching, design and file-building for major print ad campaigns and a wide range of collateral, including station domination pieces, billboards and other outdoor media.

Clients: Air Miles, Chrysler, CIBC, City of Toronto, Hewlett-Packard, Home Depot, Kia Motors, Labatt, Procter & Gamble, Purolator, Rogers, Toyota, Wendy's, XM Satellite Radio

KEVIN AIELLO

416-413-9796 • kfa1@rogers.com
CreateSilence.com/Portfolio

Taxi

2005 - 2007

Senior Studio Artist, Retoucher, Designer

Responsible for production, retouching, design and file-building for a wide variety of material, including print ads, newsprint campaigns, brochures, catalogues, branding guidelines and studio process.

Clients: *Addition Elle, Canadian Tire, Covenant House, Jack Astor's, LCBO, Mini (BMW), Nike Canada, Rickard's, Telus, The Shoe Company, Westjet*

Young & Rubicam

2002 - 2005

Freelance Studio Artist, Designer

Responsible for production, retouching and design for a wide range of print campaigns for major clients.

Clients: *Accenture, Ford, Jaguar, Land Rover, LG, Northern Reflections, Pizza Hut, Xerox*

Allard Johnson Communications (formerly Campbell & Partners)

2000 - 2002

Studio Artist, Designer

Responsible for production, retouching and design for a range of print media.

Clients: *Andres Wines, Miele, Novartis Animal Health, Royal Bank, The Keg Steakhouse & Bar, Vogue Bra*

CCMC (Canadian Controlled Media Communications)

1996 - 2000

Art Director, Designer, Studio Artist

Art director, designer, retoucher and production artist for numerous publications, including *Score Golf* and related collateral, *Livent Live* playbills, the *Brazilian Carnival Ball Program*, *Campus Canada* student magazine, *Network* music magazine and the *NHL All-Star Program*.

EDUCATION

Sheridan College Institute of Technology and Advanced Learning

1989 - 1992

Graduated with diploma in Applied Arts Illustration Program and designed exhibition poster for final year.

REFERENCES

Colleague recommendations can be found at my LinkedIn page: <http://www.linkedin.com/in/kevinaiello>