



KAYT de FEVER

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SUMMARY

Accomplished and versatile problem solver with 15+ years experience creating concept-driven design solutions for a diverse range of projects from children's books to Fortune 50 Web sites. Self-disciplined entrepreneur with extensive experience as a freelance and contract professional. Able to efficiently manage complex projects from creative brief to final delivery with adept client interaction skills. A highly-organized team player who thrives in fast-paced environments and works exceptionally well under deadline. Offers excellent presentation and communication skills.

EDUCATION

Parsons School of Design, New York, NY
BFA Degree cum laude, Communication Design, 1994

Pratt Institute, Brooklyn, NY
Pre-College Program, Communication Design, 1989

EMPLOYMENT

(d.b.a.) 10 speed

Freelance Designer & Art Director 1995 – present

- > Help businesses and design firms achieve their creative goals by providing full service design and art direction.
- > Define and execute a wide range of innovative solutions, including brand identities, collateral materials, Web sites and books.

Klutz, Palo Alto, CA

Marketing Designer 2003 – 2004

- > Acted as the primary creative resource for the marketing efforts at a successful children's publishing firm; designed and produced seasonal catalogs, newsletters, retail signage and sales materials.
- > Hired and managed freelance designers, illustrators and photographers.
- > Designed and implemented new corporate branding standards and style guide.

America Online, San Mateo, CA

Product Designer 1998

- > Defined the AOL user experience through active participation in service content development and design.
- > Conceptualized and implemented sponsorship design standards which are in global use across the company's entire product line.
- > Solved interface design challenges with an emphasis on the uses and limitations of HTML and the company's own proprietary publishing software.

Scholastic, Inc., New York, NY

Senior Designer 1995 – 1996

- > Created layout templates and graphic/color standards within a focused close-knit team for the teachers' editions of a new children's text book series.
- > Art-directed design vendors, illustrators and a photo editing staff to ensure design continuity throughout all phases of production.

Red Herring Design, New York, NY

Designer 1993 – 1995

- > Conceptualized and designed CDs, logos, posters and advertising for music industry clientele, including MTV and record labels Atlantic, Capitol, Giant, Sony and Columbia.
- > Assumed key roles in project management and client presentations.

Newsweek Magazine, New York, NY

Assistant Cover Designer 1992 – 1993

- > Assisted in the generation of design concepts for newsmagazine covers and produced comps for presentation.

Gower Medical Publishing, New York, NY

Production Artist 1992

- > Prepared slide atlases, reference guides and text books for all phases of printing and production.



FREELANCE CLIENTS

Oracle Corporation, Redwood Shores, CA
Designed marketing materials, HTML e-mails, event logos and signage for an international software company.
2005 – 2006

Klutz, Palo Alto, CA
Design award-winning children's craft books, point-of-purchase displays, logos, catalogs and marketing collateral; hire and direct illustrators.
2004 – present

E.piphany, Inc., San Mateo, CA
Refined and executed CRM software company's brand strategy through its Web site, signage and printed collateral materials.
2002 – 2003

gelDesign, San Francisco, CA
Developed and implemented brand identity systems and online marketing tools for studio's large and small business clients.
2001 – 2003

PeoplePC, San Francisco, CA
Designed a scalable user interface and revamped Web graphics for computer retailer's online store and member acquisition sites.
2001

SpotLife, San Mateo, CA
Amended design and user interface scheme for personal video broadcasting firm's version 2.0 Web launch. Designed printed collateral and marketing materials.
2000 – 2001

Tendo Communications, San Francisco, CA
Developed and designed CiscoLink, an online publication for Cisco Systems' partners.
2000

PlanetRx.com, South San Francisco, CA
Refined online branding, designed promotions and developed user interface strategies for company's Web site.
1999 – 2000

Snap.com, San Francisco, CA
Designed Web and on-air promotion graphics for portal site. Developed a printed identity system for parent company, NBC Interactive.
1999

Rucker Design Group, San Mateo, CA
Designed and implemented brand identities and Web strategies for upstart high-tech firms.
1999

The Gap, New York, NY
Designed and illustrated graphics for Old Navy brand children's clothing and accessories.
1998

Waters Design, New York, NY
Served in a key design role for the initial presentation of concepts and graphics for an IBM/Walker business partner Web site.
1997 – 1998

Island Records, New York, NY
Designed logos, promotional items and music packaging. Art-directed photographers and managed all phases of printing and production.
1997

CMP Media, New York, NY
Designed Web graphics and spot illustrations for online business publications and multimedia.
1996 – 1998

Graj + Gustavsen, New York, NY
Conceptualized and designed products, packaging and logos for retail stores, including Discovery Channel Store and JC Penney.
1996 – 1998

BMG Entertainment, New York, NY
Designed advertising and marketing materials for company's pop music division.
1996 – 1997

Nickelodeon/ MTV Off-Air, New York, NY
Conceptualized, designed and illustrated branded merchandise and promotional items.
1995 – 1996

TECHNICAL SKILLS

Skilled in Macintosh and Windows operating systems. Hands-on expertise in Adobe PhotoShop, Illustrator, InDesign, and Dreamweaver; QuarkXpress. Proficient in Flash. Working knowledge of XHTML and CSS. Professional experience in photography and bookbinding.