

KEVIN LAYSHOCK

purposeful design / illustration

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FREELANCE

layshock projects march 2014 – present
freelance design, user experience strategy, editorial illustration, branding development, storyboarding, packaging design, motion graphics, analytics research, process-focused interaction design, and articulate art direction.

TOOLS USED

Adobe Suite	Procreate
Panic Suite	ClipStudio
Figma	Slack
Sketch	Mailchimp
Framer	ZBrush
Square POS	Zapier
Linear	Sketchup
Trello	Revit
Webflow	Ableton

PAST CLIENTS

American Express	Phoenix Art Museum
Nike	Cut+Paste
Marriott	Megaphone PHX
Delta Dental	Territory Supply
Sprouts	Wonderspaces
ASU	Voyager Bakeshop
City of Palm Desert	Provision Coffee
CEI	Gadzooks
Educare Arizona	Assa Abloy

*remote

EXPERIENCE

poolhouse creative director september 2021 – september 2023
hospitality group development: directing multiple brands, customer experience platforms, and retail components. built and maintained award-winning customer touchpoints for the F&B concepts, and collaborated on two back-to-back appearances at the Food & Wine Classic in Aspen (2022 + 2023). Maintaining brand consistency between 7+ brick + mortar locations, developing opportunities based on sales metrics, operational trends, and QSR technology.

***centralnic** lead visual / ui designer june 2019 – september 2021
ui / ux design, brand building, design system creation, marketing strategy.

***iwantmyname** art director january 2015 – june 2019
ui / ux design, feature roadmapping, illustration, digital strategy, API development.

phoenix art museum lead designer july 2013 – january 2015
award-winning design, brand + id strategy, print production, exhibition identity.

SKILLSETS

user interface, customer/visitor education strategy development, scalable design systems for digital + print, packaging development, people-friendly creative sensibilities, communication, and resourceful problem-solving.

- + illustration, hand lettering, storyboarding. magazine design experience.
- + proficient with current front-end development languages and API dynamics.
- + technical plotting, product mockups / orthographics.
- + familiar and adept at working within Agile project management methodology.

EDUCATION

fine art workshops 2016 to infinity
frequent workshoping with traditional and digital mediums and materials.

rees atelier 2019
academy fine art program. art renewal center certified atelier.

arizona state university 2011
design studies **BFA** – herberger institute for design & the arts.

- + curious. observant, heavy-duty listener. thick-skinned and pro-oxford comma. dog person (high-functioning pug person). museum and history enthusiast. deadline driven, able to copywrite and self-edit in a pinch. fueled by black coffee.

references available upon request.