



KEVIN COLEMAN

Passionate Designer and Art Director with 15+ years of experience in sports marketing and design team management. Skilled in leading creative teams, developing compelling visual campaigns, and driving brand engagement.

EXPERIENCE



SELKIRK SPORT
SENIOR GRAPHIC DESIGNER

MAY 2025 - PRESENT

- Leading the design team in support of marketing campaigns & initiatives.
- Established and maintained company brand guidelines & design standards.



CALLAWAY GOLF
CREATIVE DESIGN MANAGER

JUL. 2024 - MAR. 2025

- Managed in-house design team for both digital and print applications.
- Led design concepting, production design, and digital for global marketing.

AWARDS & ACCOMPLISHMENTS

2025 Callaway Marketing Team MVP Award
2024 Emerging Leader Program Graduate
2023 Ely Callaway Award Recipient



CALLAWAY GOLF
LEAD DIGITAL DESIGNER

FEB. 2020 - JUL. 2024

- Managed the digital design team within marketing department.
- Led re-design of CallawayGolf.com and built global digital design system.



CITY GROUNDS
DIRECTOR OF DESIGN & UX

JUN. 2011 - JAN. 2020

- Managed graphic design, e-commerce development, and social media.

EDUCATION

CALIFORNIA STATE UNIVERSITY, FULLERTON
BACHELOR OF FINE ARTS (BFA), GRAPHIC DESIGN

2006 - MAY 2011

DESIGNER &
ART DIRECTOR



KCOLE.CO

HELLO@KCOLE.CO

760.445.5674



SKILLS



GRAPHIC DESIGN

UI/UX DESIGN

ILLUSTRATION

MOTION GRAPHICS

GENERATIVE A.I.

TOOLS



PHOTOSHOP

ILLUSTRATOR

INDESIGN

AFTER EFFECTS

FIGMA

