

kevo
sassouni

DESIGN / ART DIRECTION

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EXPERIENCE

FREELANCE DESIGNER (5/2020 - present)

Designed logos, branding, packaging, collateral materials, and social media graphics for various clients. Other projects include book cover design, posters, photocompositing and retouching.

DESIGNER/ART MANAGER - Hit+Run, Los Angeles, CA (3/2018 - 5/2020)

Managed and created artwork for a fast-paced live screen printing company. Responsibilities included design, customer relations, prepress and quality control. Clients included Champion Sportswear, AT&T, Coachella, Mattel, Levi's, Under Armour, KCRW, UCLA, LA Dodgers, Van's Shoes, Spectrum Cable.

SENIOR DESIGNER - Beachbody, Santa Monica, CA (3/2009 - 2/2017)

Designed branding, packaging, marketing and collateral materials, and environmental graphics for a vibrant, world-class home fitness and nutrition company.

SENIOR DESIGNER - Landmark Theatres, Los Angeles, CA (10/2006 - 3/2009)

Created branding, brochures, presentations and promotional items for the nation's largest movie theatre chain dedicated to exhibiting independent films. Consulted on interior design and onscreen signage systems for the flagship Landmark Theatre complex in West Los Angeles. Collaborated on the complete re-design of Landmark's quarterly FLM Magazine and regional movie calendars.

DESIGNER - Art Machine, Culver City, CA (7/2006 - 10/2006)

Designed DVD packaging and promotional materials for home entertainment products. Clients included Fox Home Entertainment, Disney, Sony Pictures Home Entertainment.

DESIGNER - Variety Magazine, Los Angeles, CA (2/2006 - 6/2006)

Designed collateral and promotional materials. Also designed and created special advertising supplements and email blasts for the magazine and its client-partners.

GRAPHIC ARTIST - Sony Music Entertainment, Santa Monica, CA (2/1996 - 1/2006)

Collaborated with Art Directors on designing CD packaging, POP, posters, promotional and marketing items, DVD menus and other collateral. Also worked for 2 years in Sony Music's nascent new media division from June 2000 - July 2002. Conceptualized, designed and coded microsites, Flash animations, and banner ads for Sony recording artists, soundtracks, and compilations.

DESIGNER - Publishing Partners, Inc., Los Angeles, CA (9/1993 - 2/1996)

Designed special advertising supplements for clients including American Express, Travel & Leisure magazine, Office Depot, Universal Studios theme park, T.J. Maxx, Mexicana Airlines.

DESIGNER - Escott Associates, Fallbrook, CA (ongoing since 9/1993)

Consulted on and created designs for a boutique design studio. Clients include Rhino Records, UCLA Publications, Blast Books, National Gym Supply and Wayfinder Family Services.

ART DIRECTOR - The Network Forty Magazine, Burbank, CA (10/1990 - 9/1993)

Designed editorial layouts and ads for a weekly Top 40 radio trade magazine. In addition to design, I also managed a small staff of designers and production artists in a fast-paced environment. Spearheaded the complete re-design of the magazine. Conceptualized and designed various marketing and promotional items, including CD music compilations for subscribers.

OTHER FREELANCE CLIENTS (Partial List)

Million Stories, Barrel Strength Talent, Mattel Toys, The Innovation Companies, The Album Network Inc., Werner Publishing Group, Gregory Thomas Associates.

EDUCATION

UCLA, Bachelor of Arts Degree. College Of Fine Arts, Department of Design.

EXPERTISE

My specialties include branding, logo design, typographic design and publications. I have more than 25 years of experience using Adobe applications for print and screen. Specifically, Illustrator, InDesign and Photoshop. I also have a working knowledge of Microsoft PowerPoint, Apple Keynote and Maxon Cinema 4D.