

# KEVIN KOESTNER • CREATIVE DIRECTOR

## SUMMARY

I am an unapologetic visual communicator. I aim to evoke emotions in my work by elevating brands visually to create emotional connections that resonate with people in meaningful ways. I don't do pretty pictures "just because". There must be an idea grounded in sound strategic reasoning behind everything I touch all driven by relevant consumer insights. As an art director, brand identity builder, logo designer, website designer – my innate design skills allow me to successfully create powerfully effective work across multiple mediums and platforms. In my downtime, I seek out creative foxholes to aid creative soul mates in need. I love collaborating with the many great minds in this business in the never ending pursuit of conceiving the next "big idea".

## EXPERIENCE

### **FLEISHMANHILLARD | 2015–PRESENT**

Vice President, Creative Director: 2017–Present  
Associate Creative Director: 2015–2017

### **SCHUPP COMPANY | 2004–2015**

Senior Art Director/Interactive Art Director

### **FREELANCE | 2003–PRESENT**

Graphic Designer/Art Director

### **GLENNON COMPANY | 2001–2003**

Graphic Designer

## BRAND EXPERIENCE

Aclara Technologies LLC • Ascension Health • AOAExcel • American Association of Orthodontists • Bayer/Monsanto  
Beech Nut Baby Food • Brown Shoe • Bulbs.com • Coors Light • DeSmet Jesuit High School • Elan Polo  
Elanco • Enterprise Holdings • Johnson & Johnson • Krispy Kreme Doughnuts • Marcal • Maryville University  
Medicine Shoppe International • Medicap Pharmacy • Metro • MillerCoors • Miller Lite • Missouri Baptist University  
Missouri Foundation for Health • ModernAg.org • National Hockey League • Precision Foods • Pujols Family Foundation  
SLUCare • Society For The Blind and Visually Impaired • Solutia World of Color • Steppin' Up Dance Studios  
St. Louis Blues • Tenth and Blake • TLC Laser Eye Center • United States Soccer • United States Soybean Export Council  
Washington University In St. Louis • VF Corporation

## WORK

To view samples of my work, please visit [CrayolaEvangelist.com](http://CrayolaEvangelist.com).

## EDUCATION

### **University of Kansas**

Bachelor of Fine Arts (BFA), Graphic Design, 2001

## AWARDS

### **2008-2009 AAF – St. Louis (Silver)**

Metro Decongestant M: Consumer, Local

### **2009 Effie Award (Silver)**

Metro Decongestant M: Consumer, Local

### **2009-2010 AAF – St. Louis (Gold)**

Schupp Company: Mixed/Multiple Media Campaign

### **2009-2010 District Nine (Silver)**

Schupp Company: Mixed/Multiple Media Campaign

### **2009-2010 National ADDY Award (Silver)**

Schupp Company: Mixed/Multiple Media Campaign

### **2018 HOW International Design Awards**

FleishmanHillard Social Summit Invitation

### **2018-2019 AAF – St. Louis (Silver)**

VF Corporation Annual Report

### **Graphis Annual 2020**

VF Corporation Annual Report