

# JAMES F. KIRCHNER

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## Professional Summary

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Highly experienced Marketing Communications Manager and Senior Graphic Designer with more than 20 years of experience in marketing team management, branding, and marketing communications. Extensive experience in all aspects of marketing and graphic design, including the design and creation of logos and identity packages, websites, stand-alone apps, print/collateral, marketing materials, and trade show booths. Continually exceeds expectations by building valuable relationships, working well with people at all levels of an organization, including stakeholders and senior executives, creatives, account managers, agencies, team members, and clients.

## Skills

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- Team Management & Development
- Branding
- Marketing Communications & Collateral Creation
- App Development & Maintenance
- Logo Development & Rebranding
- Identity Packages & Brand Standards
- Trade Show Booths & Tangential Collateral
- Website Development, Design & Maintenance
- SEO Implementation
- Marketing Brochures & Technical Documents
- Project & Product Management
- Creative Vision & Visual Interpretation
- Excellent Verbal & Written Communication

## Work History

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### Senior Global Graphic Designer

10/2012 to 07/2019

#### Alphatec Spine – Carlsbad, CA

- Leading and working with cross-functional teams to develop and establish corporate branding, creating marketing strategy in line with company objectives, and managing all marketing activities involving design to support the corporate brand including environmental graphics for lobbies, meeting rooms, and other corporate environments.
- Championing large corporate projects in a team environment while leading and developing a creative staff of designers, engineers, product managers and external vendors to develop product literature used for 510K FDA clearance, surgeon promotions, 3D animations, app development, and trade shows.
- Creating an enduring brand message, plan, and strategy that results in increased sales, brand loyalty and improving market share, ensuring all aspects of the company's product, services and activities align with the ethos and goals of the brand, including managing all aspects of the brand, and highlighting areas of weaknesses or conflicting messages.
- Creating logo and identity packages, designing, implementing, and managing product literature, data sheets, internal and external corporate communications, stand-alone app, trade show booths and media, website, and 3D product animations, including updating and maintaining foreign language literature and certifications.
- Managing digital assets and color quality while overseeing publication of all marketing materials in line with marketing plans, planning and implementing online and print promotional campaigns, managing and improving lead generation campaigns, and monitoring, measuring, and reporting effectiveness of marketing communications.
- Coordinating marketing campaigns with sales activities, creating a wide range of different marketing materials while overseeing budgets for specific marketing projects including managing external agencies and ensuring marketing budgets are met.
- Championing the brand internally to make sure all elements of the company understand the brand and its goals, working closely with all parts of the company to ensure commercial and cultural goals of the brand are met by maintaining effective internal communications to ensure that all relevant company functions are kept informed of marketing objectives.

**Ornament Magazine**

- Designed and produced bimonthly 84-page full-color magazine, interacting with editorial department to develop article-related artwork and working directly with clients to develop ads for publication.
- Developed and maintained the overall style, tone, and look and feel of the publication by creating the magazine's overall design and brand, setting and maintaining the visual style and images, determining how to best represent concepts visually through photographs, artwork, and other design elements.
- Supervised staff and outside creatives to develop artwork and layouts, reviewing and approving designs, artwork, photography, and graphics developed by others as well as developing, producing, and maintaining electronic media, marketing materials, and website presence.
- Managed color quality and consistency throughout the entire creative and production processes.
- Produced illustrative material by assigning layout design concepts to artists and photographers; directing development of design concepts into art layouts and preparing layouts for printing by using standardized profiles and finishing layouts.
- Obtained stakeholder and client approval by presenting final layouts, story boards, and illustrations; responding to client commentary and requests and improves quality results by studying, evaluating, and re-designing processes and implementing changes.

**Owner & Graphic Designer**

01/1995 to 01/2009

**Kirchner Design**

- Developed and maintained brand identities and style guides for products and companies, creating release strategies for new products, purchasing media and designed and produced advertising, brochures, trade show graphics, packaging, multilingual instruction sheets, catalogs, newsletters, web graphics, digital video, and promotional items.
- Recruited, hired, trained, and developed staff, mentoring and instructing on design principles, software illustration and design tools for print, multimedia, and web applications.
- Art directed product photography, working with outside vendors and creatives to develop concepts and produce illustrations to meet client needs and expectations and outsourcing and managing resources to meet timelines on budget.
- Designed, developed, and produced websites using HTML, CSS, PHP, XML, and Flash, creating site layouts, providing visual content, and designing text treatments while employing latest technologies including Web 2.0 for user-generated content, ease of use, participatory culture, and interoperability.
- Created visual concepts by hand and using computer software to communicate ideas that inspire, inform, and captivate consumers, developing the overall layout and production design for advertisements, brochures, magazines, and corporate reports.
- Developed graphics for product illustrations, logos, and websites, selecting colors, images, text styles, and layouts and presenting mockups and final designs to clients, incorporating changes requested by clients into the final design.

## Teaching Experience

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**Instructor** – Coleman University, San Diego

2004 to 2009

- Developed classes for teaching graphic design programs, design principles, and marketing concepts.
- Instructed students on industry-standard design programs including QuarkXPress, Photoshop, Illustrator, InDesign, Flash, and Dreamweaver.

## Technical Skills

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Adobe Photoshop; Adobe Illustrator; Adobe InDesign; Adobe Acrobat; Adobe AfterEffects; WordPress; Adobe Dreamweaver; Microsoft Office; Autodesk Showcase; Blender 3D; HTML & XHTML; CSS, & PHP

## Portfolio

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[www.kirchnerdesign.com](http://www.kirchnerdesign.com)