

ANDY KIEL

GRAPHIC DESIGNER

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WORK:

Graphic Designer/Art Director, Freelance

Washington, District of Columbia

August 2011–Present

Design and art direction for print and digital outdoor. Clients include Booz Allen Hamilton, American Society for Training and Development, Siquis Ltd., SmithGifford and Pulsar Advertising. Projects included design for print, design of invitations, design of logos and art direction.

Interactive Designer, Connections Media

Washington, District of Columbia

January 2013–November 2014

Design, art direction and photography for interactive and print. Projects included design for interactive, design of logos, art direction for banner ads, design for sharable graphics and photography for interactive.

Designer, Red Square Agency

Mobile, Alabama

March 2009–November 2010

Design and art direction for print, web and TV. Clients included Hard Rock Casino & Hotel Biloxi, Taste Buds Group, Scotch Gulf Lumber, Bosarge Boats, PCI Gaming and Van Kampen Investments. Projects included design for print, design of invitations, design of logos and art direction.

Junior Art Director/Designer, Hiebing

Madison, Wisconsin

February 2008–October 2008

Art Direction and design for print, web and TV. Clients included Atticus, a local boutique, Nestlé Nutrition, Schnieder International, American Family and Kinetico. Projects included design and art direction for print and TV.

SCHOOL:

The Creative Circus

Atlanta, Georgia

October 2005–September 2007

Graphic Design

University of Evansville

Evansville, Indiana

August 2000–May 2004

Bachelor of Science in Art

AWARDS AND PUBLICATIONS:

Gold – Mobile Bay ADDYs 2011 for Scotch Gulf Lumber logo design

Silver – Mobile Bay ADDYs 2011 for Scotch Gulf Lumber website photography art direction

Silver – Mobile Bay ADDYs 2011 for Hard Rock Hotel and Casino Biloxi Playboy 50th Anniversary Party Invite design

Silver – Mobile Bay ADDYs 2010 for Zea 'To Go' ad campaign

Published in Logo Lounge 5 – Atticus logo

Published in CMYK, Summer 2008 issue – Cryptonomicon book cover

Silver – Chattanooga ADDYs 2008 for Designed Past, Design Future capital campaign

Gold – Atlanta ADDYs 2007 for Designed Past, Design Future capital campaign

Silver – Atlanta ADDYs 2007 for My Beer packaging
AIGA SEED 2007 Student Award – Cryptonomicon book cover

LIFE:

Lived in Indiana, Nigeria, Wisconsin, Georgia, Alabama and District of Columbia.

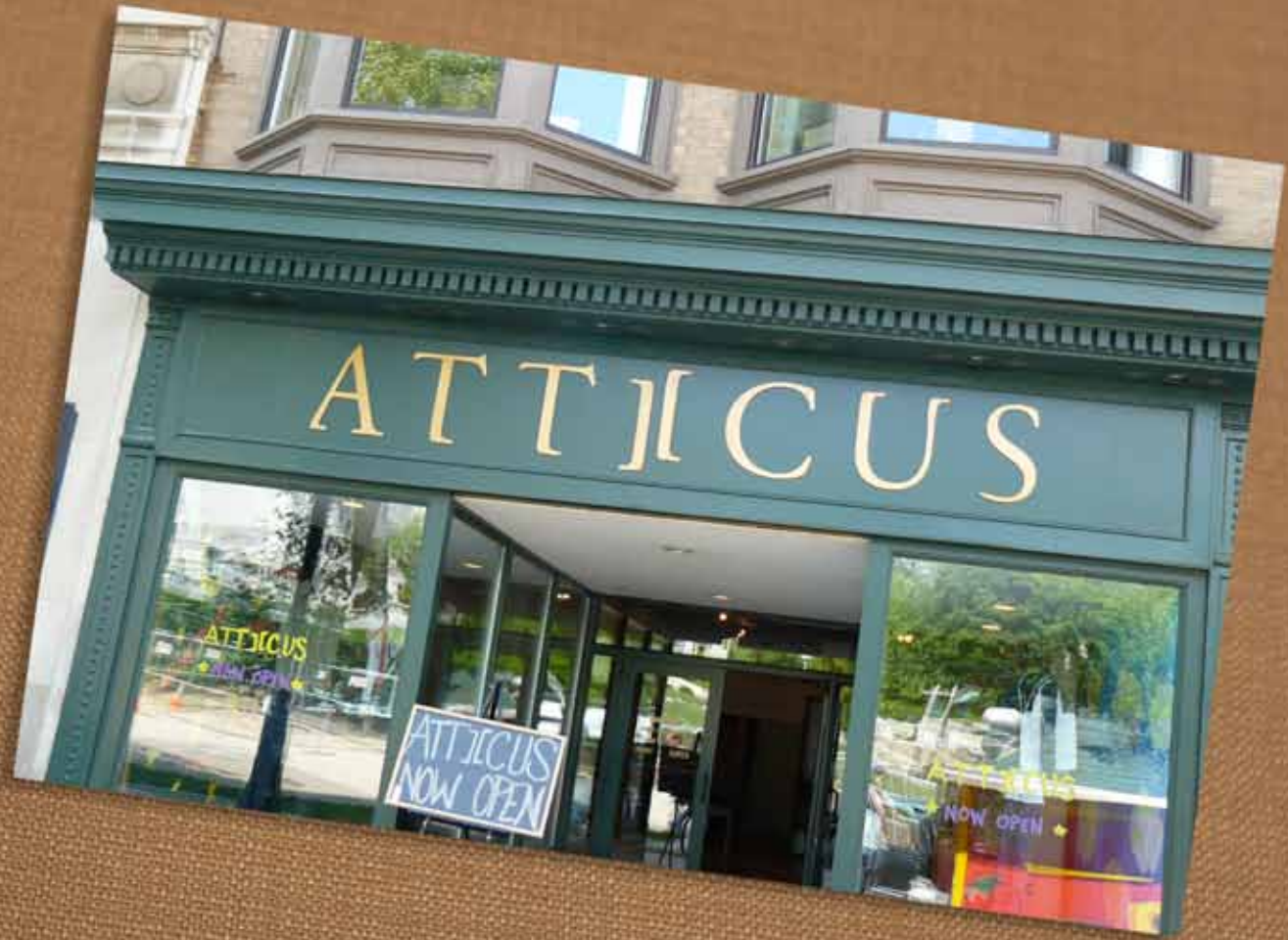
Studied in Indiana, England and Georgia.

Two-time Cub Scout Pinewood Derby Winner, Madison, Wisconsin.

Drove the sag wagon for my brother and father as they cycled across Ohio.

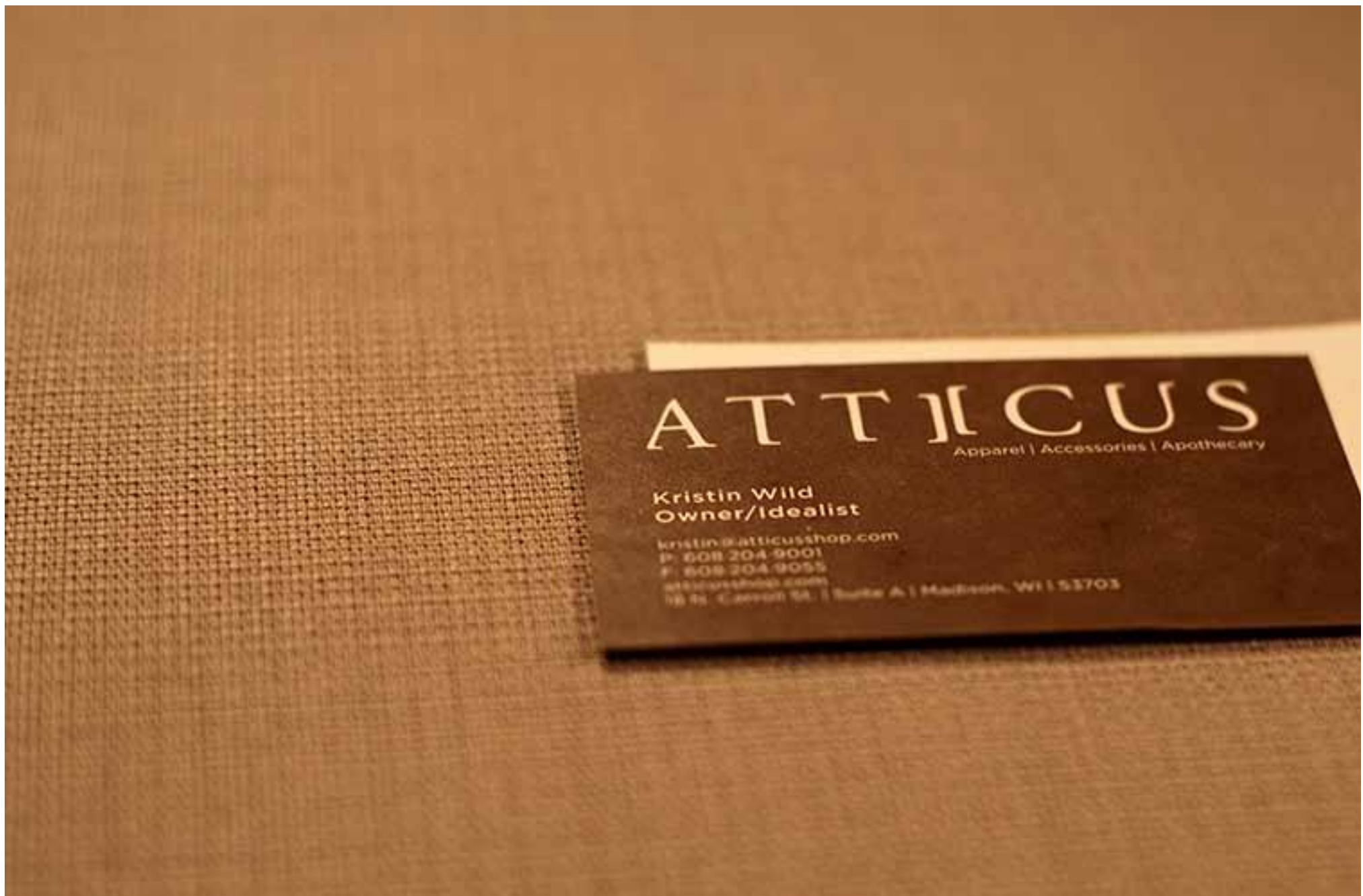
Can name the original Ramones' line up.

The Seventh Doctor is my favorite.



Atticus

A clothing boutique in downtown Madison, Wisconsin that specializes in design and sustainable fashions. Designed logo, business card and website for client.



Atticus
Business card



Atticus

Six website states featuring different mantras and product images. Pages are randomly generated and change upon refresh.



McConaghy Drug Store and Home Medical

An identity for a family run drug store and medical supply company in Satsuma, Alabama. Client wanted logos for the three aspects of the company, Drug Stores, Home Medical Supply and Compounding. I used colors and a small icon to differentiate each aspect. The business cards fold in half and have space on the inside for notes. Front of business cards.



McConaghy Drug Store and Home Medical
Inside and back of business cards.



McConaghy Drug Store and Home Medical

The sales kit/brochure features a pocket for sales sheets and a holder for business cards. Front of sales kit/brochure



McConaghy Drug Store and Home Medical
The inside of the sales kit/brochure



McConaghy Drug Store and Home Medical
Sales sheets and business card in the sales kit/brochure



Scotch Gulf Lumber

An identity for a lumber company in southern Alabama.

The company was created in a merger between two established family run lumber companies. I created a logo that acknowledged their heritage and what they did, as well as business papers, that had a vintage feel.



Scotch Gulf Lumber
Business papers



Bosarge Boats

An identity for a trawling and marine services company in Pascagoula, Mississippi. I designed and shot the photography for the informational brochure about the company and its capabilities.

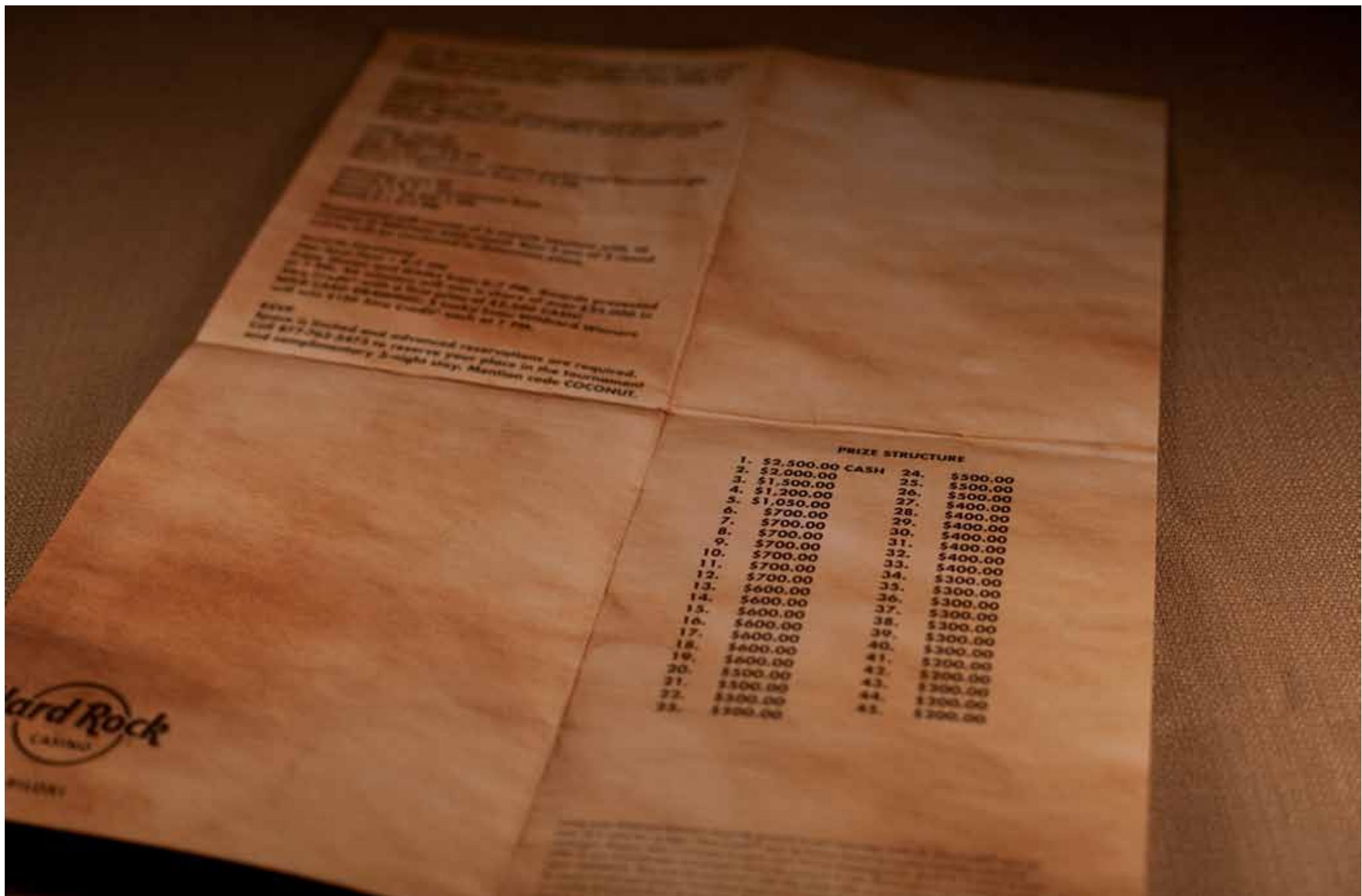


Bosarge Boats
Business cards



Lucky Luau Invitation

An invitation to a luau themed slot tournament at the Hard Rock Hotel and Casino Biloxi. I was influenced by old travel posters for Hawaii. The invitation folds out from a A4 envelope to a poster with the details for the event on the back.



Lucky Luau Invitation
Back side.



Playboy 50th Anniversary Party Invite

An invitation to the Playboy 50th Anniversary Party held at the Hard Rock Hotel and Casino Biloxi. Client requested that the invitation fold open like a centerfold. The Playboy 50th anniversary logo is foil stamped on both the envelope and the invitation.

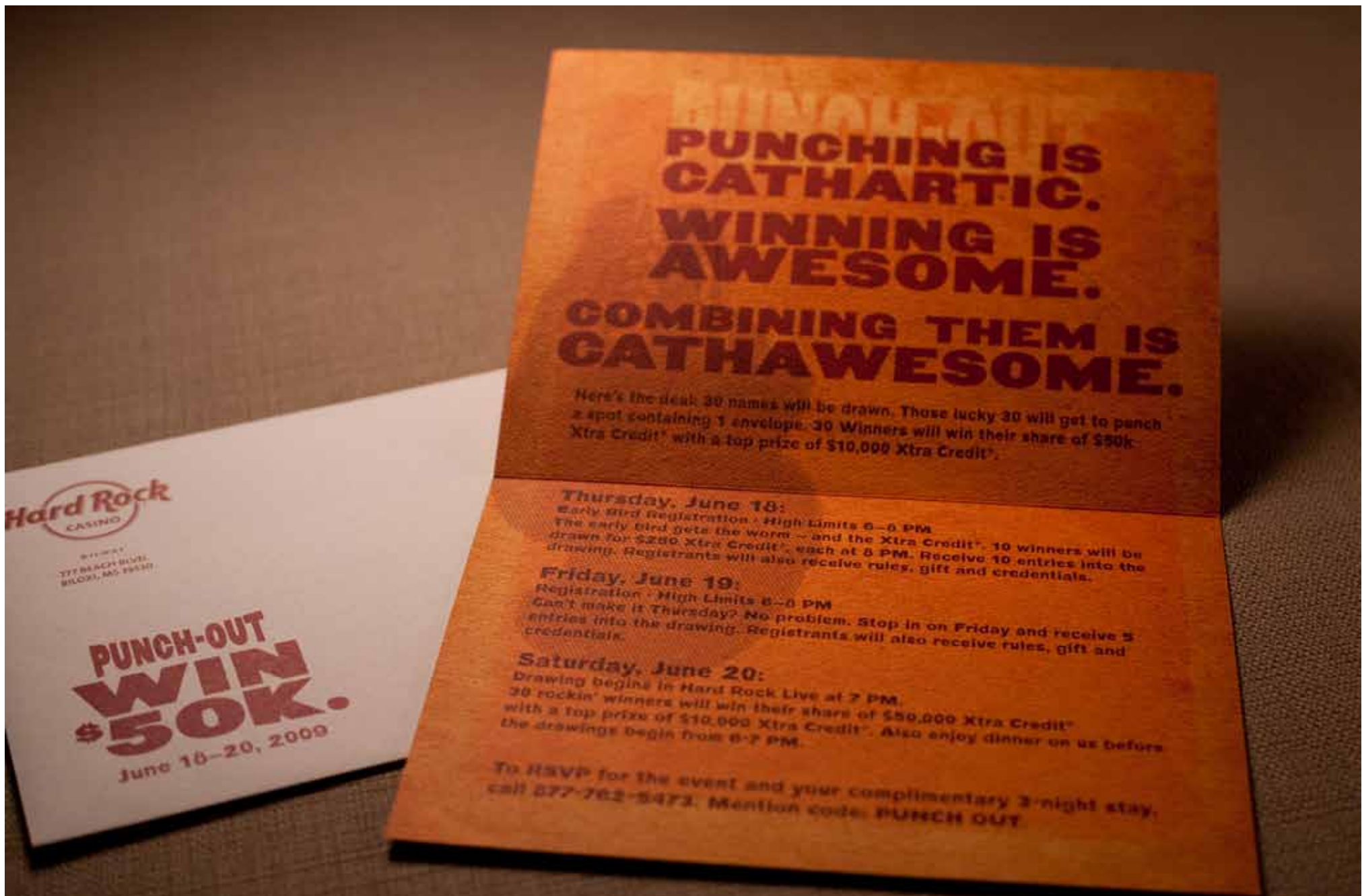


Playboy 50th Anniversary Party Invite
Inside of the invite.

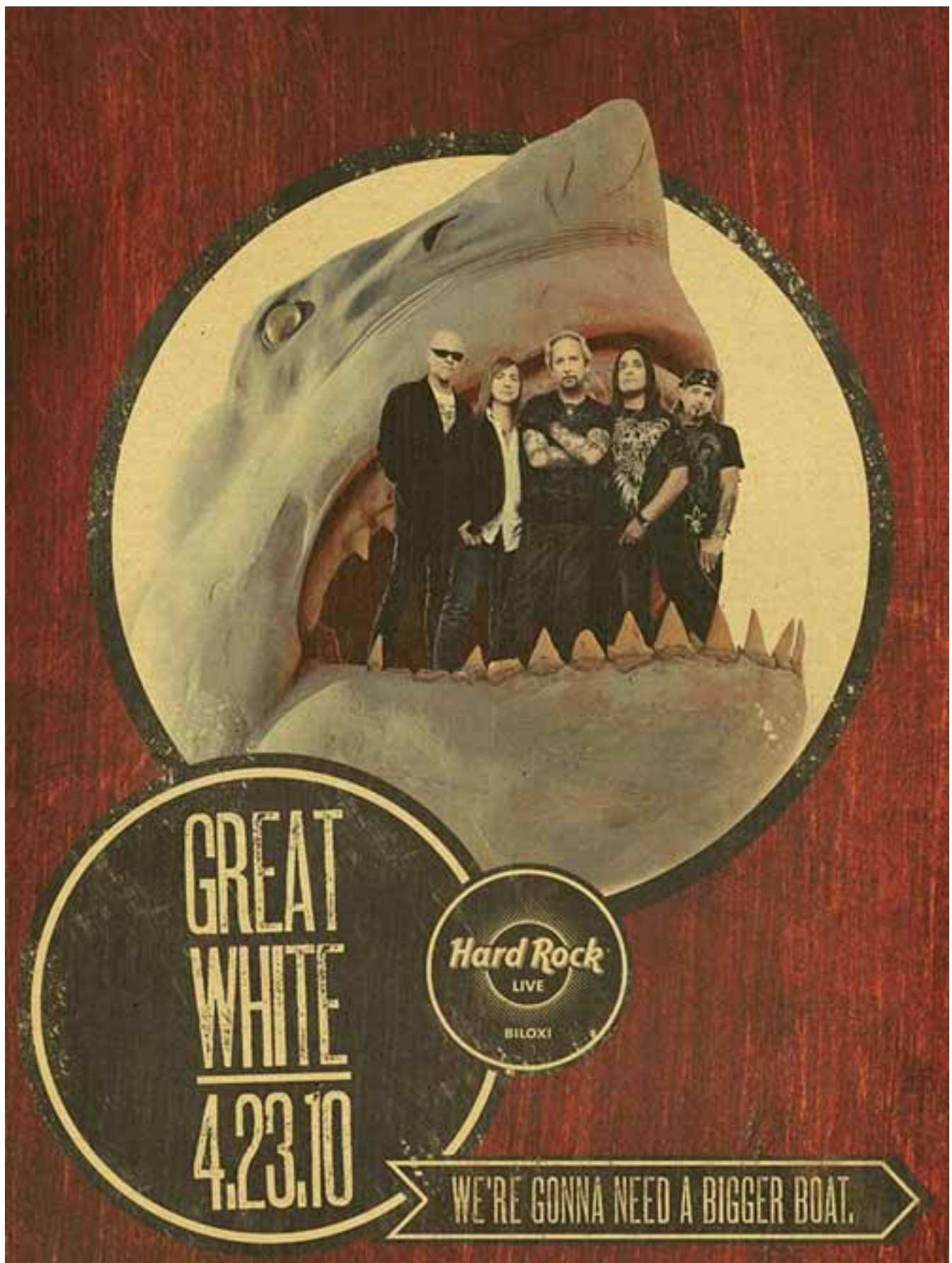


Punch-Out Invite

An invitation to an event at the Hard Rock Hotel and Casino Biloxi, where players punch out squares on a grid to reveal their prize. I looked at boxing posters as well as Hatch Show Print posters.



Punch-Out Invite
Inside of invitation and envelope.



Great White

Client set out four parameters for this poster series: it had to have the photo of the act, the act's name, the date, and either the Hard Rock logo or Hard Rock Biloxi. For this poster, I decided to make a nod to Jaws and put the band in the mouth of a very fake shark, use dark wood for the background, and put my favorite quote "We are going to need a bigger boat" on it.



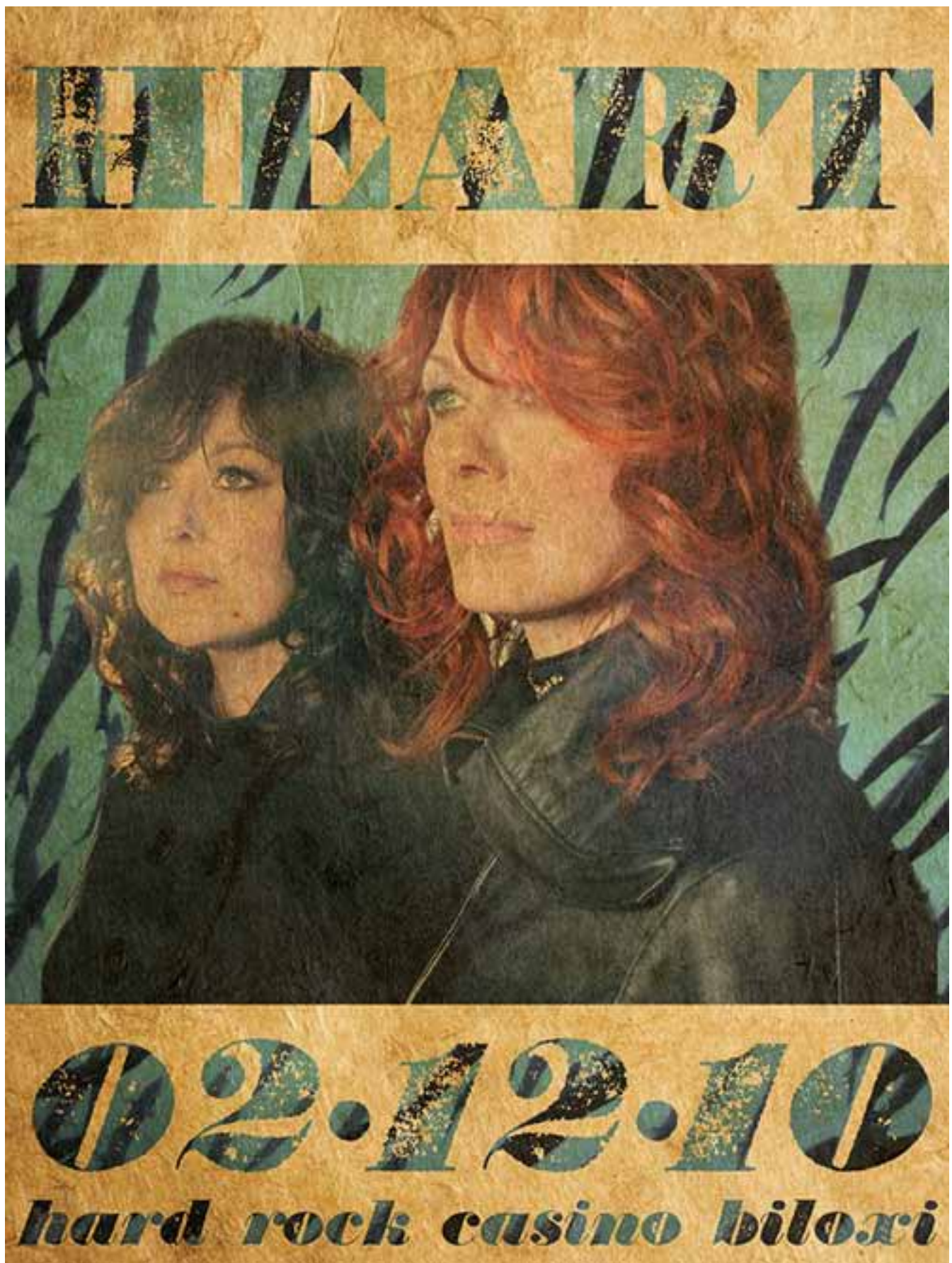
Rick Springfield

Client set out four parameters for this poster series: it had to have the photo of the act, the act's name, the date, and either the Hard Rock logo or Hard Rock Biloxi. For this poster, I made a nod to Rick's famous song "Jessie's Girl" and tattooed Rick's face on the arm of a beautiful woman, who also has Jessie in a heart tattooed on her back.



Lynda Carter

Client set out four parameters for this poster series: it had to have the photo of the act, the act's name, the date, and either the Hard Rock logo or Hard Rock Biloxi. For this poster, I made a Wonder Woman reference with the shooting stars, a golden lasso border and an invisible plane.



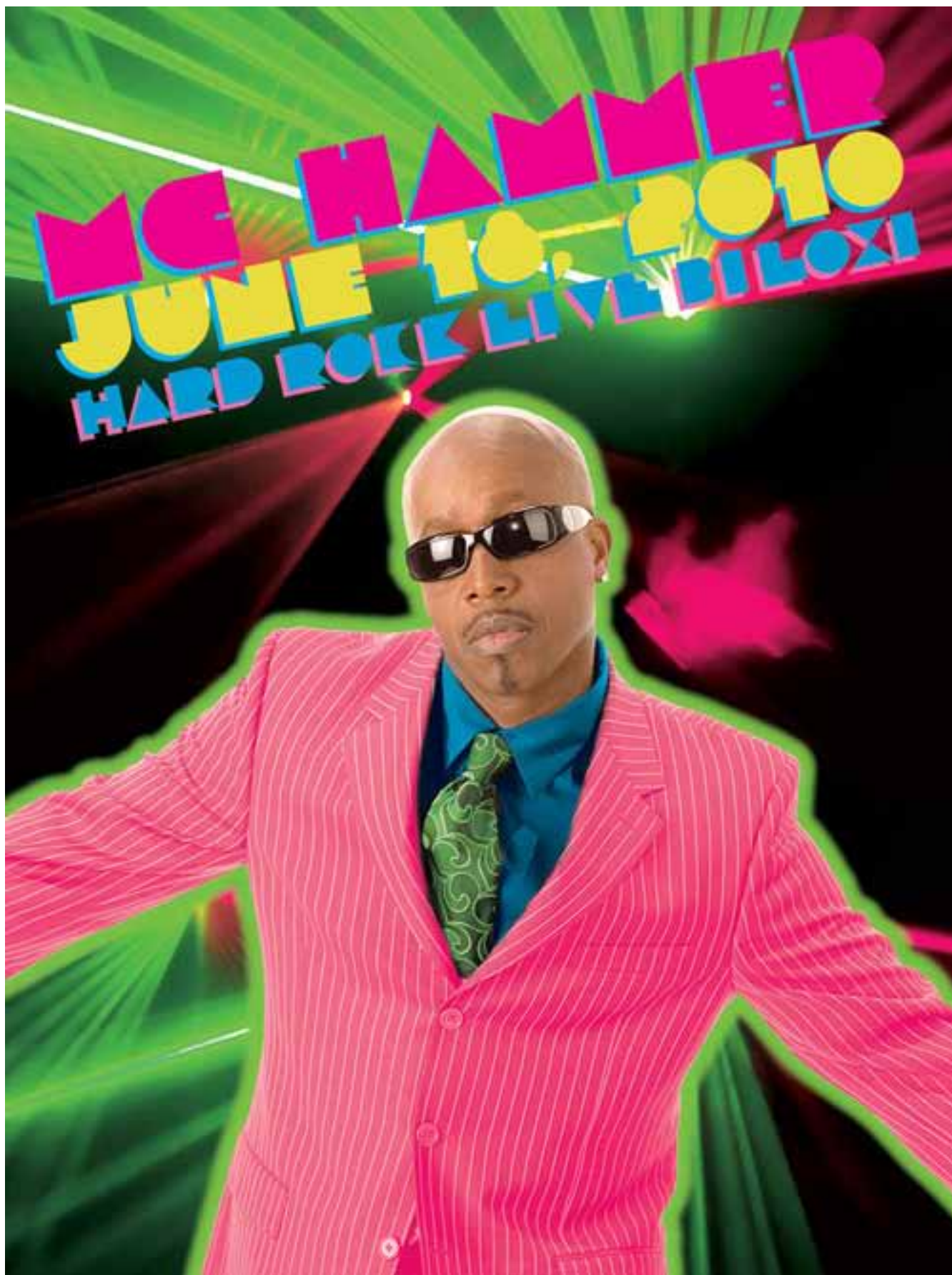
Heart

Client set out four parameters for this poster series: it had to have the photo of the act, the act's name, the date, and either the Hard Rock logo or Hard Rock Biloxi. For this poster, I referenced their song "Barracuda" by putting a school of barracuda in the background.



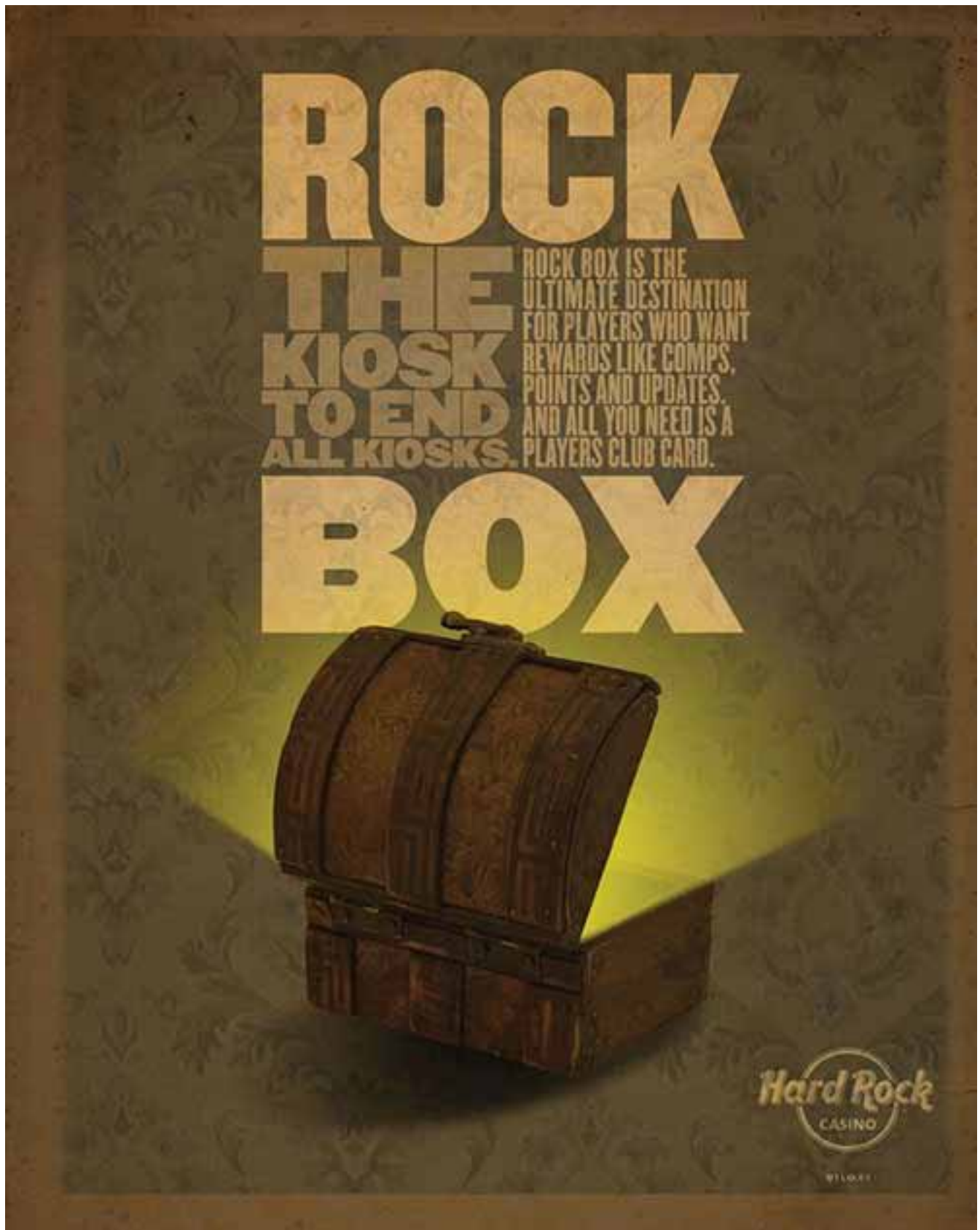
Air Supply

Client set out three parameters for this poster series: it had to have the photo of the act, the act's name, and the date and location. For this poster, I referenced their name with a man with an oxygen mask on and buttons on his lapel with Air Supply's photo, the dates of their shows and the Hard Rock logo.



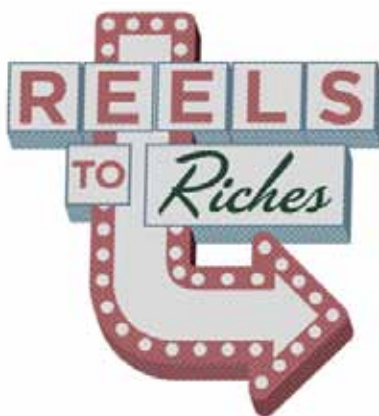
MC Hammer

Client set out three parameters for this poster series: it had to have the photo of the act, the act's name, and the date and location. I thought that doing something over the top and neon would capture what MC Hammer was in the early 90s. So like a fireball thrown by James Brown, I gave Hammer a neon pink suit and put him in front of lasers.



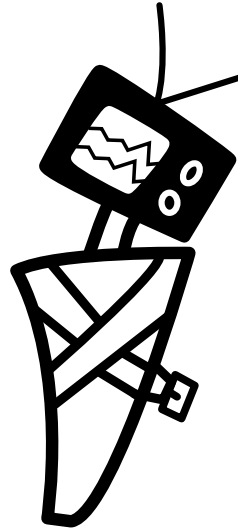
Rock Box

A poster for a kiosk at Hard Rock Biloxi. For this client, we had established a southern gothic/Hatch Show print look. I was also making a reference to the case with glowing contents in *Kiss Me Deadly*.



ATTICUS

Apparel | Accessories | Apothecary



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