

Kenneth K. Wilson

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Qualification Profile: Hybrid **Digital Designer** with a finely crafted blend of technical and creative talents. Shape and Color meet Math and Physics; detailed oriented and able to effectively communicate with cross-disciplinary teams. Over a decade of rich multimedia experience: began working with Photoshop 5 designing posters for youth group events; learned html and started designing web sites; walked into a darkroom and began crafting images. A proven manager; successfully launched/managed a new specialty retail location; taking it from bare walls to 3 consecutive years of Team Excellence Performance; including 16 consecutive months of President's Circle of Excellence performance with multiple Top Ten appearances.

Professional Experience

2005-Present

Proprietor/Photographer

Proof245 Photography

Since 2005 I have been professionally shooting on location or in my studio. A master of light, I am skilled in continuous and strobe lighting and various light modifiers. Digital workflows and assets are managed using **Lightroom** and digital images edited in my **Photoshop** darkroom (for over a decade). Commercial/Lifestyle shoots. Professional portrait retouching. Digital chroma-key for background replacement. Photo restoration.

2003-2008

Retail Sales Manager

Ritz Camera

I **managed** the day-to-day operations of a \$1 million+ (annual sales) specialty retail camera store. Responsible for: **budgeting** hours for a team of 5-7; coaching, training, and developing associates to provide top quality customer service and sales performance; completing weekly and quarterly inventory control procedures; visually merchandising products to increase exposure; being the sales leader; completing inventory audits for nearby stores.

Summer 2001

E-Gems Web Developer Intern

GE Healthcare: Clinical Systems

I **managed** this web portal redesign **project** by considering the time to complete the project; setting a realistic scope; and designing a survey to pinpoint the needs of portal users. After translating that research into a set of features, I redesigned the Service Engineering web portal using Dreamweaver, HTML, CSS styles and Perl & CGI scripts.

Software

Adobe CS3 (**Photoshop**, **Illustrator**, **Flash**, InDesign, **Dreamweaver**), Adobe Lightroom, Microsoft Office, Windows, MAC OSX, Linux

Education

2000-2004

University of Michigan

BFA in Design

Major GPA: 2.96/4 .00

Over the course of four Design Studios, I used problem solving and creativity to generate many designs for new products. These studios emphasized research methods, human factors, CAD, and manufacturing.

Also completed all requirements for BFA in Photography in addition to following Special Projects:

ME250: Utilized CAD software and CNC lathes and mills in the design and manufacture of Team Final Project.

MKT313: Moderated a focus group on Video Game Content for Team Research Project.

Design Research: Used problem solving and analysis to complete a way-finding project. Designed surveys to measure product effectiveness. Moderated a focus group on Rollercoaster Design.

Photography: Organized a special project with 3 other students to do a photographic study of 3 contrasting cities. Worked with local galleries to secure a venue to exhibit work from each city.
