Kevin Rose

Portland, Oregon
kr@kevinrosedesign.com
https://kevinrosedesign.com
www.linkedin.com/in/kevinrosedesign

Senior Production Designer

Profile

Freelance Senior Production Designer with more than 25 years of experience supporting Nike across Sportswear, Running, Global Football and Jordan Brand. Specializes in translating creative concepts into production-ready graphics for retail environments, large-format installations, event displays, campus takeovers and print campaigns. Experience spans seasonal Niketown initiatives and high-visibility brand experiences across global markets, along with the development of visual centers, brand standards guides and supporting documentation that maintain consistency from creative approval through final delivery.

– **Key Visuals & Brand Standards:** Key visual refinement, visual centers, brand standards guides and crop guides
– **Production Execution:** Mechanicals, OOH and large-format files, paid media systems, image production and prepress
– **Production Operations:** Asset naming and delivery, file packaging, workflow coordination and quality control
– **Tools:** InDesign · Photoshop · Illustrator · Figma · Keynote · Acrobat

Experience

Freelance Production Designer 2000 – Present
Nike, Inc.
Production design partner to art directors and creative directors across Retail Design, Brand Design and product categories. Built visual centers for approval and final presentation, from a handful of pages to nearly 300, along with brand standards guides, crop guides and lockups for global use. Adapted key visuals into kits of parts with mechanicals for out-of-home, large-format, paid media and retail, including Photoshop image production and final delivery with standardized asset naming and server uploads. Relied on to solve visual and production problems and managed scoping and estimates for each engagement.

Contract Design Manager / Production Designer 1998 – 1999
Nike, Inc. (Retail Design)
Managed day-to-day work for an 11-person freelance production team, assigning projects and reviewing final mechanical files for accuracy and quality. Stayed hands-on in production design while coordinating deliverables for new Niketown retail displays through final production and installation.

Freelance Production Designer 1997 – 1998
Nike, Inc. (Retail Design)
Production design for new Niketown locations, from mechanical file setup and image preparation through prepress for retail displays and large-format graphics.

Production Designer 1996 – 1997
Cole & Weber (Portland)
Agency production design, from mechanical files to final artwork, maintaining brand standards and creative consistency across campaign deliverables. Based in Portland with regular travel to the Seattle office.

Magazine Designer 1995 – 1996
Skies America Publishing
Full design, layout and prepress for in-flight magazines in English and Japanese, plus a manufacturing trade publication. Took each issue from first layout through final mechanicals on tight, recurring deadlines, with close attention to accuracy across two languages.

Education

Western Illinois University / B.F.A.