Kevin Hinkel

Creative professional with over 10 years of experience in digital design and sign maintenance, where fast paced work environments demand speed, accuracy and adaptability. Excited when contributing to a team or an organization to create positive end user results and experiences. Strong enthusiasm and drive for succeeding.

TECHNICAL

Proficient on Macintosh and PC; Microsoft Office: Teams, Outlook, PowerPoint; Adobe Creative Cloud: InDesign, Illustrator, Photoshop, Acrobat; Design/Development: HTML, CSS, SEO, UX/UI, Squarespace 7.1, Twitter Bootstrap, Pimcore, DynamicWeb, WordPress, Divi, Figma, Sketch, Balsamiq, Jira, Workfront, Axure, FlexiCut, GeoSpatial Products: ArcGIS Pro, ArcGIS Online, AssetWorks

PROFESSIONAL

Sign Shop Technician : Ramsey County — Arden Hills, MN 06/2025 – Present

- Managed cut lines, contour paths, bleed setups, and nesting algorithms within SAi Flexi to maximize material yield
- Executed municipal sign inventory, work orders, and asset tracking using AssetWorks, ensuring fast turnaround
- Maintained spatial databases and municipal maps using ArcGIS, ensuring accurate zoning, infrastructure data and parceling, for public and internal use.

Digital Production Specialist (Contract) : Wayside — Minneapolis, MN 02/2024 – 02/2025

- Collaborated with a team of designers and editors to create digital World Language textbooks and educational materials
- Utilized human-centered design, effective layout and typography skills to create web-friendly publications in CMS (Pimcore)
- Wrote and edited HTML/CSS, adhered to ADA accessibility guidelines and WCAG 2.1 standards

Web Specialist (Contract) : DKY Agency — Minneapolis, MN 4/2023 – 10/2023

- Marketing, web administration and development for large outdoor/recreational client
- Updating, editing and maintaining web content on a CMS (Dynamic Web) with ecommerce in a PIM
- Product information management with an emphasis on usability, brand continuity, quality, and stability

UX Designer (Contract) : Comcast/Xfinity — Minneapolis, MN 06/2022 – 02/2023

- Created business facing intranet flows to help drive the delivery of mobile, tablet and digital accessories
- Applied and updated existing brand standards to accommodate new products, campaigns and web applications
- Presented and communicated enterprise-level design and design goals to teammates and partners
- Maintained accessible interaction modules, screen layouts, style guides, pattern libraries, images, icons and other visual elements for approved projects

UI Designer (Contract) : Wells Fargo — Minneapolis, MN 12/2021 – 06/2022

- Rapidly built advanced, hi-fidelity prototypes, stakeholder review, and usability testing using no-code prototyping software
- Contributed to re-branded design system by building hi-fidelity components for UX team prototyping
- Collaborated on multi-disciplinary teams to create empathetic human-centered products for the end-user

UX Builder and Digital Producer (Contract) : 3M — Maplewood, MN 06/2021 – 11/2021

- Execution of 3M.com content pages, managing design pattern library and timelines with web development
- Lead website activities including user experience, lo-fi and hi-fi wireframing in Axure
- Participated in weekly sprints prioritizing projects using Agile methodologies

Web Designer (Contract) : Thomson Reuters — Eagan, MN 06/2019 – 03/2021

- Developed HTML and CSS solutions for streamlining the publication of new websites in WordPress with Divi
- Tracked customer and team administration workflow using Wrike Project Management software
- Adhering to WCAG/ADA by following standards for sufficient color contrast, inclusion of alt text for screen readers, proper heading text hierarchy and implementing design that allows for zooming at high levels
- Responsible for QA (quality assurance) troubleshooting, resolving 200+ weekly escalations for 17000+ live sites

Digital Production Specialist : Carnegie Learning — St. Paul, MN 11/2018 – 06/2019

- Converting eBooks for tablet, web-based delivery and distribution
- Expert user of Adobe Photoshop and InDesign
- Experience working with HTML and CSS frameworks

Graphic Designer (Contract) : Wunderman (client: Best Buy) — Minneapolis, MN 07/2018 – 11/2018

- Design weekly advertising for print, mobile and graphic/web design
- Follow design formats using tools and techniques in Adobe InDesign, Photoshop, Illustrator, and Excel
- Respond to urgent requests with fast turnarounds
- Understand principles of best practices for brand guidelines and work within processes

Production Artist/Graphic Designer : Ivie & Associates — Stillwater, MN 05/2013 – 11/2017

- Creation of weekly print circular, coupon book and visual graphic promotion packages for five markets
- Creative support for digital assets (web-based sites & social media)
- Strong time management and prioritization in order to meet press dates and tight deadlines
- Acting as trainer to new associates, exercising strong communication skills

Production Artist (Contract) : Digital People — Minneapolis, MN 02/2012 – 05/2013

- Health Care Compliance Association - Improved content and designs for flyers and brochures
  Built digital web banners for events that were advertised on social media
- Wagner Spray Tech - Built layouts for catalog pages, edited photos and designed new page templates
- Bluestem Brands - Created and designed content for web ads for Fingerhut's online catalog
- Gopher Sport - Completely redesigned a 450-page catalog, starting from mock-ups, making templates and building the final catalog

Prepress Operator (Contract) : BIC Promotional Products — Red Wing, MN 06/2011 – 11/2011

- Digitized client-provided art to create vector art for screen printing onto promotional products
- Provided external and internal customer care through online forms to maximize efficiency and quality

Production Artist (Contract) : Creative Circle — Chicago, IL 2/2010 – 02/2011

- Ableson Taylor Marketing - Mocked up pamphlets, pop-ups, danglers and other collateral
- Echo Design Group - Designed maps, flyers and brochures

Graphic Designer : Design Wise Art — Portland, OR 03/2008 – 03/2010

- Worked one on one with 12 different clients to create distinctive logos for each individual company
- Conceived original art and layout for books, brochures, booklets, flyers, posters and newsletters
- Generated trade show theme design and advertisements

EDUCATIONAL

- User Experience, HTML, CSS, Concepts & Projects, Minneapolis College of Art & Design 2019 & 2020
- Full-stack Coding Certificate, University of Minnesota 2018
- Diploma, Classical Animation, Vancouver Film School, Vancouver BC Canada 2007
- MA Painting, PCC, Pensacola Florida 2005
- BS Commercial Art, Minor in Graphic Design, PCC, Pensacola Florida 2003