



TED KAUFLIN

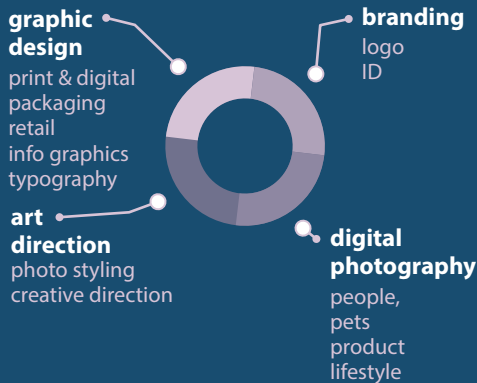
CREATIVE LLC

VIP

tedkauflincreative@gmail.com
www.tedkauflin.com

- 13 years experience
- High level of accountability and motivation
- Strong Interpersonal, time and project management, presentation, leadership, and communication skills.
- Ability to delegate responsibilities
- Receptiveness to feedback and adaptability

SPECIALTIES



STRENGTHS

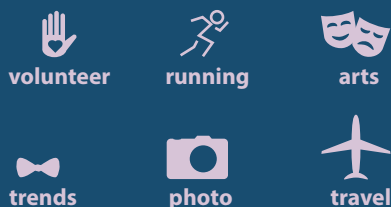
innovative strategic
accountable **motivated**
compassionate resilient
honest social **leader**

SKILLS

MAC & PC

Adobe Photoshop, InDesign, Illustrator, Acrobat & Final Cut
Nikon and Cannon Cameras

ABOUT ME



Freelance Graphic Designer

May 2022 – Present

Kroger, Cincinnati, OH Graphic Designer

June 2015 – Oct 2021

Responsibilities: Graphic designer for multiple recurring marketing campaigns and corporate initiatives • Work in tandem with the copywriter and art director to conceptualize storyboards and produce final art • Understand and evaluate marketing briefs and strategic positioning to provide creative visual elements • Partner with department to provide a cohesive campaign across media platforms • Take creative from concept to final execution within deadlines • Present completed ideas to team members, set goals, provide updates and receive feedback • Stay on top of company brand guides, trends and maintain best practices.

Spectrum Brands, Cincinnati, OH June 2011 – June 2015 Graphic Designer | Photographer

Responsibilities: Brand designer for multiple companion animal lines of business • Photographing both product and talent for packaging and digital media use • Perform prepress activities for print supplier and final production. • Responsible for conceiving, creating and refining design solutions for several key companion animal brands • Collaborate and consult with marketing and brand to strategically design and deliver intended objectives • Responsible for photographing company assets and managing company image library (7,000 + images) • Recreate physical mock-ups and trade show graphics for presentation • Strong design aesthetic with broad range of styles • Able to interact and communicate at all levels within the organization • Demonstrated ability to self manage and meet production time-lines.

Petsolutions, Dayton, OH March 2008 - June 2011 Photographer | Graphic Designer

Responsibilities: Provided photography, video and art direction for both print and digital media use • Principal photographer and videographer (people, pets and product) • Provided art direction, styling, and post production editing including: color correcting, photo cleanup, photo manipulation, and clipping paths for print and digital use • Successfully photographed over 300 salt water fish and corals on location in Los Angeles • Managed and Maintained image library(10,000 + images) • Designed web banners for e-commerce site and e-mail blasts • Created, designed and edited company newsletter Splash • Worked independently and met production timelines.

Leadership

Kroger ARG Steering Committee

Co-chair | June 2020 - Present

Kroger Wellness ARG

Founder & Co-chair | Oct 2017- Oct 2018

Kroger Cancer ARG

Co-chair | Jan 2017 - Oct 2017

Arts Wave

Kroger Floor Captain | Mar 2016