

## KEVIN LAYSHOCK

purposeful design / illustration

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## PERSONAL

**layshock projects** march 2014 – present

**better better studio** august 2019 – present

freelance design and personal experience strategy, including wayfinding, unconventional solution building, and process-focused interaction design.

## TOOLS USED

Adobe Suite	CodePen
Panic Suite	Basecamp
Sketch	Invision
Figma	Mailchimp
Framer	SendGrid
Origami	Zapier
GitHub	Astropad
Trello	Procreate
Webflow	Ableton Live

## PAST CLIENTS

Nike	Phoenix Art Museum
Starwood Hotels	Cut+Paste
Delta Dental	Megaphone PHX
Sprouts	Territory Supply
City of Palm Desert	Phoenix Food People
CEI	Wonderspaces
Educare Arizona	Voyager Bakeshop
Assa Abloy	Provision Coffee
Florence Copper	Gadzooks

\*remote

## EXPERIENCE

**\*centralnic** *lead visual / ui designer* june 2019 – present  
ui / ux design, brand building, design system creation, marketing strategy.

**\*iwantmyname** *art director* january 2015 – june 2019  
ui / ux design, feature roadmapping, illustration, digital strategy.

**phoenix art museum** *lead designer* july 2013 – january 2015  
creative direction, brand + id strategy, print production, exhibition identity.

**off madison ave** *production artist* august 2011 – july 2013  
production, art direction, infographics, identity development.

## SKILLSET

user interface, grid-theory, user/visitor strategy, responsive, print, packaging, human-centric sensibilities, communication, and resourceful problem-solving.

- + illustration, hand lettering, storyboarding.
- + unorthodox strategy, copywriting.
- + proficient HTML / CSS / light JavaScript / ReactJS xp (currently learning).
- + weirdly enjoy technical drawing physical product mockups / orthographics.
- + familiar and adept at working within Agile project management methodology.

## EDUCATION

**art workshops** late-2016 – present

2-3 yearly extended workshops working with traditional and digital mediums and materials. instructed under former Art Center faculty, NPG prizewinners, living masters, and several atelier instructors from around the United States.

**rees atelier** february 2018 – july 2019

academy fine art program. art renewal center certified atelier.

**arizona state university** january 2010 – december 2011

design studies bfa: herberger institute for design & the arts.

**maricopa community colleges** january 2007 – december 2009

art history / psychology / liberal arts.

- + curious. observant, heavy-duty listener. thick-skinned and pro-oxford comma.
- dog person (high-functioning pug person). museum-enthusiast.
- low-key loves copywrites in a pinch, and deadlines.

references available upon request.