



Creating brands and impressions that inspire and build awareness

JEFF KAHN ≈ *graphic designer | creative director | consultant | educator*

Current Professional **EXPERIENCE**

Branding & Graphic Designer, and Owner of Kahn Design | 1995 – to present

- ≈ Highly accomplished and award-winning branding & graphic designer
- ≈ Specializing in logo, logotype, packaging, collateral, and visual assets for local & national organizations
- ≈ Designed logos for Proctor & Gamble, Landor Assoc., Revlon, Purina, Paramount Pictures, CBS, and Hollywood.com
- ≈ Designed graphics for IBM, Hyatt, Sears, Jazzercise, Taylor Made Golf, Hewlett Packard
- ≈ Consistently delivered award-winning creative solutions that increased sales and consumer awareness
- ≈ Branding and packaging design helped triple sales for Nana's Cookie Company
- ≈ Designed and developed websites, mobile applications, user interface, icon design, and animation
- ≈ Designed UI graphics for Optum Health, website and graphics for OKbridge game—the largest online bridge club
- ≈ Designed and developed E-commerce shopping solutions, WordPress blogs, CMS (content management systems)
- ≈ Hand coded CSS and XHTML, integrated jquery slide shows and modal windows
- ≈ Consulted clients on SEO (search engine optimization) and SMO (social networking optimization)
- ≈ Responsible for electronic file production, print bids, paper selection and supervision of press checks
- ≈ Conducted press checks on litho, webpress, silk-screen, flexo, and die-cutting press runs
- ≈ Art directed photo-shoots, commissioned and supervised models, animators, photographers, writers, illustrators

Branding & Graphic Design – Partner | CoolHotNot.com | 2009 – to present

- ≈ Designed brand identity, graphic design and interactive graphics

Teaching **EXPERIENCE | 1992 – to present**

Adjunct Instructor | Palomar College

Taught *Digital Concepts / Technology in Art* and *Graphic Design*

Developed semester and session plans, including typography, illustration, digital and traditional media integration, conceptual development, logo design, marketing communications, design principles, style and art direction, 3-D lighting-modeling, drawing from a model, color theory, composition, asymmetrical & symmetrical variations, rasterized versus vector-based digital art, Adobe Photoshop, InDesign and Illustrator

Adjunct Instructor | Cuyamaca College

Taught *Graphic Design & Digital Media*

Adjunct Instructor | UCSD Extension

Taught *Portfolio Development* and *Illustration Techniques*

Past Professional **EXPERIENCE**

Senior Designer | Conner Design Group

Conceptualized and designed catalogs, logos & branding, packaging, ads, collateral, and art directed photo-shoots

Senior Designer | Chromium Graphics

Conceptualized and designed branding, packaging, signage, award-winning trading cards, point of purchase, ads

Graphic Designer | Front Line Graphics

Designed and illustrated posters for publisher; created best-selling fine art poster

Jr. Art Director | Diener, Houser, Bates

Conceptualized and designed logos, ads, posters, billboards and collateral for national ad agency

Professional AWARDS

- ≈ Awarded recognition in four international logo design competitions in 2006, 2007, 2008, 2012
Six logos were judged worthy for inclusion in four *LogoLounge* published volumes. Judging was made by an international panel of esteemed designers. Miles Newlyn, a highly respected international designer, picked Jeff's logo as the judge's favorite in the competition.
- ≈ In 2009, eight logo designs selected for a remarkable new LogoLounge project: the first book in the new Master Library series: *Initials & Crests*. This series brings exemplary logo design work from creatives around the world.
- ≈ The packaging design for *Nana's Temptations*, a high end chocolate bar, was awarded "Best New Vegetarian Product 2006" by *VegNews* at "Expo West" the nation's largest annual national health food show.
- ≈ Awarded 4th and 8th place in Stagnito's New Product Magazine's annual competition, "Best New Products of 2004" – packaging design for Nana's Cookie Company
- ≈ Awarded inclusion in "Supon Design Group's International Logos & Trademarks 4" published in 1998
- ≈ Awarded inclusion *The Newest Logo from California 2*, published in 1997 (five logo designs included)
- ≈ Trading Card of The Year 1993 and 1994 –Topps Baseball and Basketball
- ≈ 1992 Gold Medal Popai Award for "Molson Brewery Signage"

Exceptional SKILLS

- ≈ Outstanding ability to generate and design excellent visual/conceptual solutions, create messages that reach and persuade a targeted audience, develop complete branding solutions based on marketing and cultural insight
- ≈ Excellent typographic discernment, outstanding color sensibility and comprehensive color theory knowledge
- ≈ Highly developed multifaceted skills in branding & logo design, packaging, brochures, books, websites, interactive design, advertising design; in-depth experience in print production
- ≈ Fluent in Dreamweaver, CSS, XHTML, Mac OS, Photoshop, Adobe Illustrator, InDesign, Acrobat Pro
- ≈ Award-winning painting and illustration skills

Training EDUCATION

Art Center College of Design, Pasadena, CA

Advertising, Graphic Design and Illustration major, Awarded B.F.A.

Awarded scholarship during studies at Art Center

Los Angeles Pierce College, Woodland Hills, CA

Advertising, Graphic Design and Illustration major

Contact INFORMATION

≈ Santee, California 92071 | Tel: 760.944.5574 | Fax: 866.328.9330 | jeff@kahn-design.com | kahn-design.com