

KEVIN HALSTEAD

Senior Art Director & Designer · Print · Retail · Brand · Generative AI

Chicago, Illinois
(312) 956-8588
work@halsteadk.com
halsteadk.com

SHEET 1 OF 2 · EXPERIENCE

PORTFOLIO: HALSTEADK.COM



Senior Art Director with 25+ years across print, retail, brand advertising, and educational publishing: in-store POS and packaging, campaign work for national accounts, and full production ownership through prepress. Trained in production and photo retouching, and now directing generative image and video as part of the same pipeline.

EXPERIENCE

1990–PRESENT

2001–Present

Art Director & Designer / Freelance

SELECTED CLIENTS Hoffman Electronics · Hohenfield Inc. · John Moore, Attorney at Law · Chicago Symphony Orchestra · Bonaventure House · Aon · Schawk! · Redbox · Chicago History Museum · Ambrosi & Associates · CNA Insurance · Ford Motor Credit · Baird & Warner · HOK · Lambda Legal · AIDS Walk Chicago

- Brand identity, campaign, packaging, and editorial design for agency and direct clients across advertising, publishing, nonprofit, and civic work.
- Full production ownership: layout, image sourcing and retouching, prepress specs, and press-ready files for 1- to 4-color runs.
- Direct generative image and video work end to end (concept, prompt structure, shot design, iteration, and selection), then finish it as usable art.

2010–2014

Senior Art Director / TPN, Omnicom

CLIENTS Cricket Wireless · Tropicana · Safeway · 7-Eleven

- Led retail creative on the Cricket Wireless account: in-store posters, brochures, kiosks, and full path-to-purchase environments.
- Carried promotional offers from concept and key art through production-ready retail execution.

2004–2008

Senior Designer / Holt McDougal, HMH

- Held design standards across a large catalog of marketing materials, partnering with product managers and editorial to translate curriculum into clear visual and verbal communication.
- Designed convention exhibits, posters, and sell sheets for McDougal Littell programs.

2000

Art Director / Douglas-Danielle

- Art-directed websites and microsites from concept through preproduction; supervised freelance art directors and maintained the studio image library.

1997–2000

Studio Artist to Art Director / Havas

CLIENTS Sears · ComEd · Bank of America · Chase Manhattan Bank · Hershey's · US Bank

- Built and ran the in-house high-resolution photo studio for color retouching, image manipulation, and graphical rendering.
- Promoted from studio production to team project manager, then to interactive.

1990–1993

Production & Design / McKnight Kurland · Vision Production

CLIENTS Audi · Cadillac · Prudential · Parker Pen · Jane Addams Hull House

- Print layout, electronic publishing, packaging mechanicals, and typographic production for corporate accounts, from client copy and rough through camera-ready art.



CAPABILITIES

Direction

Concept development, campaign art direction, creative leadership, brand identity and corporate branding, editorial and advertising design, storyboarding, team supervision.

Retail, CPG & production

Shopper marketing, in-store POS, packaging and 3-D packaging, photo retouching and compositing, exhibit and convention creative, presentation systems.

Prepress & color

Preflight, 1- to 4-color prepress, color management and ICC profiles, Pantone and spot-color specification, press checks.

Generative image & motion

Directed generative workflows for image and video, finished and retouched to production standard.

INDUSTRIES

Retail and CPG, telecom, automotive, pharmaceutical, educational publishing, financial services, cultural, nonprofit and civic.

AGENCY REPRESENTATION

Aquent · Paladin · Artisan for Hire · Digital People

EDUCATION

College for Creative Studies (then Center for Creative Studies)

DETROIT, MICHIGAN · 1988-1992 · MAJOR: ART DIRECTION

Wayne State University

DETROIT, MICHIGAN · 1986-1988 · LIBERAL ARTS

TOOLS

DESIGN & PRODUCTION

Photoshop, Illustrator, InDesign, Acrobat, Figma, Canva

PHOTO

Lightroom, Camera Raw

MOTION & VIDEO

After Effects, Premiere Pro

GENERATIVE

Adobe Firefly, Midjourney, Google Gemini, Veo, Kling, Runway

WEB & DIGITAL

WordPress, Squarespace, HTML / CSS

PRESENTATION

Keynote, PowerPoint, Google Slides, Microsoft Office

METHOD

A BRIEF BEFORE A FILE.

Concept, then craft, then correct specs, in that order. Generative tools get directed and finished like any other source material; nothing ships raw. Clean handoff: files a printer or a producer can open without calling me.

SEND THE BRIEF AND THE DATE.

Available for senior roles, projects, retainers, and agency overflow. Chicago-based, remote by default.

work@halsteadk.com · (312) 956-8588 · halsteadk.com