



trey kinzer

visual designer

Visual Designer Helping Companies Communicate Clearly & Look Great Doing It.

303.578.9378 | trey@y3rt.com | y3rt.com | linkedin.com/in/treykinzer/

SUMMARY

Visual Designer with 25+ years' experience in brand identity and user-centered design. Delivered tailored branding strategies and multimedia content across industries, enhancing usability, stakeholder engagement, and operational efficiency.

EXPERIENCE

Web Design Lead & Graphic Designer *(part-time)*

Conversa Corps | Remote, Colorado

2024 - Current

- Developed full brand identity (logo and style guide), establishing a professional and consistent visual system used by 20+ staff and volunteers.
- Redesigned WordPress website, increasing traffic 72% in first 30 days post-launch.
- Collaborated with design, development, and content teams to align UX, accessibility, and messaging; resulting in a more inclusive and consistent user experience across 15+ web pages.

Software Developer & Graphic Designer

Grey Matters Defense Solutions | Aurora, Colorado

2017 - Current

- Developed 30+ branded assets, proposals, and presentations, supporting successful client engagement and outreach initiatives across multiple campaigns.
- Designed promotional and training videos that improved internal knowledge transfer, enhanced stakeholder engagement, and reinforced brand messaging.
- Translated user feedback into improvements within an Agile development process, increasing user efficiency.

Graphic Designer *(part-time)*

Freelance | Remote, Colorado

1999 - Current

- Designed 30+ brand identity, print, and web solutions across diverse industries, strengthening client recognition and supporting long-term business relationships.
- Led projects from scope to delivery, integrating industry trends and client goals to achieve 95% on-time completion and strong client satisfaction.
- Delivered modern, minimalist designs that prioritize user understanding and engagement, strengthening brand perception across digital and print media.

Software Engineer/Web Developer

Lockheed Martin | Aurora, Colorado

2005 - 2017

- Managed internal websites and web-based applications for 5+ classified programs/groups.
- Designed and deployed internal tools used by 600+ personnel.
- Integrated design and functionality across 3 classified computer networks under tight constraints.

Graphic Designer

VU Media Duplication/National Teleprinting | Denver, Colorado

2001 - 2004

- Designed branded packaging, program layouts, and promotional print materials for 150+ customers.
- Delivered 400+ print design projects annually using Adobe Creative Suite.
- Collaborated with internal sales, client teams, and production personnel to translate supplied art into production-ready assets.

Graphic Designer

Bighorn Graphics, dba Sir Speedy | Centennial, Colorado

1997 - 2000

- Created full identity packages (logos, business cards, letterhead, promotional materials) for 500+ clients, ensuring consistent branding and professional presentation.
- Advised clients on design, and print options, improving satisfaction and repeat business.
- Organized and maintained a digital archive of 5,000+ customer files for quick turnaround and accuracy.

EDUCATION

Web Design and Development Certification

Platt College | Aurora, Colorado

2001

Bachelor of Fine Arts: Graphic Design

University of Northern Colorado | Greeley, Colorado

1995