



trey kinzer

visual designer

Using design to transform complex ideas into clear, cohesive stories and visuals.
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SUMMARY

Visual designer with 25+ years of experience in brand identity, marketing design, campaign execution, and visual communication across print and digital. Skilled in translating complex concepts into clear, strategic visuals that support messaging, storytelling, and business goals. Experienced in fast-paced, compliance-focused environments and cross-functional collaboration with content teams, project owners, and stakeholders. TS/SCI-eligible.

SKILLS

Design: Art Direction, Brand Systems, Brand Identity, Brand Guidelines, Campaign Design, Marketing Collateral, Presentation Design, Motion Graphics, Animation, Digital Communication, Visual Storytelling, Typography, Layout, Strategic Design, Storytelling, Visual Communication, Print & Digital Production, Consistency & Compliance, 508 Accessibility

Process & Collaboration: Cross-functional Collaboration, Stakeholder Alignment, Concept Development, Organized Workflows, Managing Competing Deadlines, Creative Problem Solving, Project Management, Refining Messaging, Supporting Strategy, Fast-Paced Environments

Tools: Adobe Creative Cloud (Acrobat, After Effects, Illustrator, InDesign, Photoshop, Premiere Pro, XD), Figma, Canva, Confluence, Jira, WordPress, Microsoft Office (PowerPoint, Word, Excel), VS Code, IntelliJ IDEA, Android Studio

Code: Angular, Classic ASP, ColdFusion, CSS, HTML, Java, JavaScript, PHP, SCSS, SQL, TypeScript

EXPERIENCE

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

Conversa Corps | Remote, Colorado

04/2024 - Present

- Created a brand identity and style guide adopted by 20 plus staff and volunteers, ensuring consistent messaging across all channels.
- Redesigned the WordPress website, increasing traffic by 72% within the first 30 days post-launch.
- Partnered with cross-functional teams to enhance UX and accessibility across more than 15 pages, improving navigation and user engagement.
- Developed and maintained visual assets for campaigns, social media, and newsletters, increasing volunteer engagement and donor awareness.
- Implemented SEO and analytics strategies, tracking site performance and guiding design improvements to boost reach and conversions.
- Designed infographics, reports, and digital collateral to clearly communicate program outcomes to stakeholders.

Freelance Graphic Designer (*part-time*)

Freelance | Remote, Colorado

01/1999 - Present

- Delivered 50+ branding, print, and web projects annually, helping clients increase brand recognition and streamline visual communications across industries.
- Created complete identity systems—logos, business cards, stationery, and visual guidelines—that strengthened brand cohesion and reduced client revision cycles by ~30%.
- Built, administered, and maintained responsive websites, improving usability and engagement for audiences of 1,000+ users per site.
- Developed print and digital assets—flyers, mailers, t-shirts, patches, certificates, and promotional items; ensuring high-quality production on time and within budget.
- Managed social media strategy and content for Twitter and Instagram accounts, growing follower counts by 20–50% within initial campaigns.



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**EXPERIENCE
CONTINUED**

Software Developer & Graphic Designer

Grey Matters Defense Solutions | Centennial, Colorado

11/2017 - 11/2025

- Designed and delivered 30+ branded assets, proposals, and presentations, strengthening stakeholder engagement and enhancing program communications.
- Produced promotional and training videos, improving internal knowledge sharing and driving adoption of new tools and processes.
- Developed and maintained web-based applications and tools using Angular, CSS, HTML, Java, JavaScript, Qlik, and SQL, supporting mission-critical operations for hundreds of users.
- Accessed and integrated various intelligence data sources to inform tool development, enabling actionable insights and enhanced decision-making for end users.
- Contributed to CI/CD pipelines, version control (Git), and automated testing, improving software reliability and accelerating deployment cycles.
- Created and maintained a company style guide, standardizing logos, colors, and visual elements for consistent branding across proposals, web tools, and outreach materials.
- Achieved a 20–30% reduction in reported issues and increased efficiency through UI and usability improvements.

Software Engineer/Web Developer

Lockheed Martin | Aurora, Colorado

01/2005 - 11/2017

- Managed and maintained secure internal websites and web-based tools across 5+ classified programs, supporting more than 650 personnel on multiple networks.
- Designed, developed, and supported database-driven ASP and ColdFusion applications, delivering new features, bug fixes, and long-term maintenance for mission-critical systems.
- Served as the sole graphic designer on a \$180M U.S. government proposal, producing visuals, layouts, and branded materials under strict security constraints.
- Contributed to a four-member Agile team on a 400-person contract, delivering 30% of customer emphasis items over a two-year period.
- Collaborated with customer, program managers, engineers, and security teams to translate requirements into secure, user-friendly digital products.

Graphic Designer

VU Media Duplication/National Teleprinting | Denver, Colorado

04/2001 - 08/2004

- Designed packaging, layout, and promotional materials for 1000+ clients, supporting everything from small businesses to regional brands.
- Produced 400+ print and media projects annually, delivering fast-turn, press-ready files using Adobe Creative Suite.
- Developed artwork for VHS/CD/DVD packaging, inserts, programs, and direct-mail pieces, ensuring accurate specs for offset and digital printing.
- Prepped and optimized files for production, including color correction, CMYK conversion, preflight checks, trapping, bleeds, imposition, and font management.
- Collaborated closely with sales, production, and management teams to translate client concepts into accurate, deliverable print assets.
- Worked directly with clients and external designers to review supplied artwork, resolve technical issues, and meet printer requirements.



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EXPERIENCE CONTINUED

Graphic Designer

Bighorn Graphics, dba Sir Speedy | Centennial, Colorado

01/1997 - 10/2004

- Designed and delivered full identity packages including logos, business cards, letterhead, and promotional materials, helping clients establish cohesive brand presence.
- Advised clients on design choices, paper selection, specialty printing options, and cost-effective solutions, balancing quality, budget, and timelines.
- Coordinated with paper suppliers, outside printers, and bindery services, ensuring availability, meeting deadlines, and managing production specifications.
- Prepared color separations, proofs, and film output for printing press plates, ensuring accuracy and high-quality final products.
- Operated and maintained Fiery RIP software/device, digital printers, Xerox large-format copier, cutting and bindery equipment, and MacOS computers, supporting seamless production workflow.
- Managed a digital archive of 5,000+ customer files, enabling fast turnaround and reducing errors.
- Produced repeat orders of business cards, letterheads, and stationery, maintaining consistency and brand standards across client materials.
- Collaborated with production staff to ensure print-ready files met specifications, improving efficiency and minimizing rework.
- Designed client-ready materials using Aldus FreeHand, Aldus/Adobe PageMaker, QuarkXPress, Adobe Illustrator, Adobe Photoshop, Microsoft Publisher, Microsoft PowerPoint, and Microsoft Word.

Graphic Designer

University of Northern Colorado | Greeley, Colorado

10/1995 - 12/1995

- Modified existing artwork to meet updated specifications, ensuring consistency and adherence to brand standards.
- Produced promotional materials including table tents, posters, flyers, and signage to support university events and increase student engagement.
- Collaborated with campus staff to deliver timely, high-quality graphics for multiple concurrent events.
- Maintained organized project files and templates to streamline future promotional production.

EDUCATION **Web Design and Development Certification**

Platt College | Aurora, Colorado

Bachelor of Fine Arts: Graphic Design

University of Northern Colorado | Greeley, Colorado