

KEVIN INGRAM

CREATIVE DIRECTION
BRAND DEVELOPMENT
INTEGRATED MARKETING
EXPERIENTIAL DESIGN

Multidisciplinary creative professional with **20+ years of experience** developing brand systems, integrated campaigns, and product storytelling across digital, packaging, and experiential marketing. Experienced in translating complex technologies into clear, engaging visual communication that supports brand growth and customer engagement.

SENIOR MARKETING & COMMUNICATIONS DESIGNER

Surmodics, Inc.
Eden Prairie, MN
2019 – Present

- Lead creative contributor supporting marketing, product, and corporate brand initiatives for a global medical device company.
- Design and maintain four corporate and product websites including Surmodics.com.
- Lead medical device packaging design from concept through production in collaboration with product managers and regulatory teams.
- Support 12+ product launches with integrated marketing materials, product storytelling, and digital assets.
- Conceptualize trade show booth environments and conference marketing systems supporting 8+ medical conferences annually.
- Lead creative direction for the company's annual national sales conference branding, including themes, stage graphics, presentations, and signage.
- Develop medical illustrations and digital content supporting product education and marketing campaigns.
- Manage relationships with printers, photographers, and interior designers while ensuring brand consistency across marketing channels.
- Implement corporate environmental branding initiatives integrating product storytelling into facility design.

ART DIRECTOR (CONTRACT)

Optum Healthcare
Eden Prairie, MN
2018 – 2019

- Developed integrated digital and print marketing campaigns for national healthcare initiatives, including conference marketing materials and experiential booth graphics.
- Created UI concepts for interactive touchscreen kiosk experiences.

SENIOR GLOBAL GRAPHIC DESIGNER

Crocs Inc.
Boulder, CO
2008 – 2017

- Contributed to integrated marketing campaigns across ecommerce, retail, and global digital platforms.
- Designed email marketing, social media promotions, ecommerce graphics, and retail marketing materials.
- Collaborated with product marketing teams and photographers to develop product storytelling imagery.
- Assisted UX/UI design initiatives for crocs.com supporting multilingual ecommerce markets.
- Designed in-store graphics, packaging assets, and large-scale trade show booths.

EARLIER EXPERIENCE**SENIOR GRAPHIC DESIGNER**

The Gazette / Freedom Communications
Colorado Springs, CO
2006 – 2008

GRAPHIC DESIGNER

WaterBrook Press
Penguin Random House
Colorado Springs, CO
2005 – 2006

FREELANCE CREATIVE DESIGNER / ILLUSTRATOR

Clients include publishing companies, design agencies, and nonprofits. Produced 300+ published illustrations across four books.

EDUCATION**BFA - ART & DESIGN**

Grand Valley State University
Allendale, Michigan

WEB DEVELOPMENT & DESIGN

Art Institute of Denver
Denver, Colorado

SELECTED CAMPAIGN HIGHLIGHTS**NATIONAL SALES CONFERENCE CAMPAIGNS****SURMODICS, INC.**

Directed creative development of annual national sales conference branding including event themes, logo systems, stage graphics, presentation templates, and environmental signage.

MEDICAL DEVICE PRODUCT LAUNCH CAMPAIGNS**SURMODICS, INC.**

Supported 12+ medical device product launches through packaging systems, marketing collateral, website assets, and medical illustration.

CORPORATE WEBSITE ECOSYSTEM**SURMODICS, INC.**

Design, development, and ongoing management of four public-facing corporate and product websites, maintaining digital brand consistency and marketing content updates.

GLOBAL MARKETING CAMPAIGNS**CROCS INC.**

Contributed to integrated global marketing initiatives across ecommerce, retail, email, social media, and in-store experiences.

EXPERIENTIAL MARKETING & TRADE SHOWS**CROCS INC. - SURMODICS, INC. - OPTUM HEALTHCARE**

Conceptualized and designed exhibit environments and conference marketing systems for 10+ industry events annually, including large-scale booths up to 20x40.

TOOLS & PLATFORMS

- Adobe Creative Cloud: Photoshop, Illustrator, InDesign, Premiere Pro, After Effects
- WordPress / Elementor / HTML & CSS
- Presentation & Collaboration Platforms: PowerPoint, SharePoint, Microsoft 365
- AI-Assisted Creative Workflows
- Salesforce Marketing Support Tools