



HELLO

# michæel kidwell

## an introduction

A meticulous designer with a professional history that includes INDUSTRIAL & GRAPHIC DESIGN experience in both consulting and corporate design offices as well as teaching graphic design at the college level. Adept in typography, identity development and three-dimensional design. Comfortable working autonomously, within a team, or leading a group. Design work has been patented and recognized in significant publications.

inspired by order, humor, history, integrity and conceptual depth—enjoys integrating research and tenacious refinement in the design process.

*bfa* INDUSTRIAL DESIGN<sup>1</sup>  
University of Kansas

*mfa* GRAPHIC DESIGN<sup>2</sup>  
University of Illinois AT URBANA-CHAMPAIGN

<sup>1</sup>A five year degree program stressing problem solving, visual communication, ergonomics, and a systems approach in product design. “The variety of products and systems that fall within the potential scope of an industrial designer’s work is extremely broad. Examples range from household appliances to aircraft interiors and from furniture to major electronics equipment, transportation vehicles, and myriad other product areas. Consequently, some industrial designers choose to specialize in particular area of design, e.g., automobile or furniture design, while others prefer to divide their efforts among several product areas that fall within their own design interests.” <sup>2</sup>Coursework emphasis on content-derived typographic form, visual communication, sequential design, and design history. “A student of graphic design is a student of communications, methodology, theory, and process. Our curriculum offers dynamic and demanding training in the ideas and techniques of contemporary graphic design. But we also encourage you to look beyond our walls. As we see it, the best work in graphic design is informed and enhanced by the artist’s exposure to other fields of art and theory. The result of this multidisciplinary emphasis is the emergence of original and significant designers.”

## experience

*currently with* KANSAS CITY ART INSTITUTE  
KANSAS CITY, MISSOURI

Assistant Professor for a private art & design school. Structured and led degree courses in typography, identity, image, and user-centered design within the graphic design department. 08.2007–*present*

*recently with* HALLMARK CARDS  
KANSAS CITY, MISSOURI

Senior Designer for a manufacturer of greeting cards and gift-related products. Design and direction for corporate branded communications in electronic, print and environmental forms. 04.2001–08.2007

*select consulting*

OWNER'S REPRESENTATIVE SERVICES INC.  
DENVER, COLORADO

Identity for a construction management consultancy specializing in health care facilities.

ST. MICHAEL & ALL ANGELS CHURCH  
PRAIRIE VILLAGE, KANSAS

Communication and promotional materials.

HEART OF AMERICA SHAKESPEARE FESTIVAL  
KANSAS CITY, MISSOURI

Promotional materials for a fund raising event.

## past experience

## ELLERBE BECKET ARCHITECTS

KANSAS CITY, MISSOURI

Senior Project Designer for a newly formed environmental graphics group within a major international architectural firm. Responsible for firm promotion and image development in addition to wayfinding & identity design for architectural projects. 07.2000–03.2001

## THE UNIVERSITY OF ILLINOIS

CHAMPAIGN, ILLINOIS

Graduate Instructor for *Visual Organization*. Researched, structured, and led a visual communication course for sophomore graphic design students. *fall semester, 1998 and 1999. and also:* Teaching Assistant for *Design History*. Assisted a course that explored the major design movements from 1850. *fall semester 1999.* Teaching Assistant for *Production*. Led a course concerned with the production methods of printed communications. *spring semester 1998.*

## JOHN DEERE CONSUMER PRODUCTS

CHARLOTTE, NORTH CAROLINA

Design Manager for a manufacturer of powered lawn care & construction equipment. Led a product design and brand development team responsible for consumer and commercial markets. Design, direction, and group administration. 02.1993–08.1997

## AMERICAN YARD PRODUCTS DIVISION OF WCI

ORANGEBURG, SOUTH CAROLINA

Senior Industrial Designer for a manufacturer of consumer lawn care equipment. Product design, product graphics, and packaging in a cost-sensitive manufacturing environment. 02.1989–02.1993

## CLAIRSON INTERNATIONAL

OCALA, FLORIDA

Industrial Designer for a manufacturer of consumer-assembled, household organizational products. 08.1987–11.1988

## KAWAMURA DESIGN

DENVER, COLORADO

Industrial Designer for a product engineering consultancy serving a broad range of clients. 06.1985–07.1987

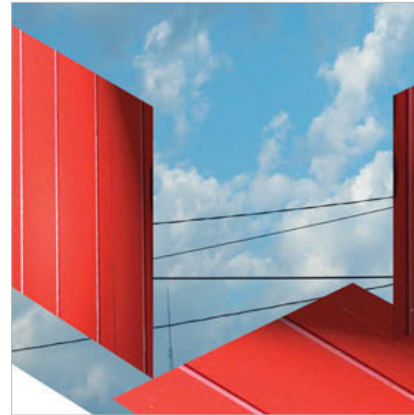
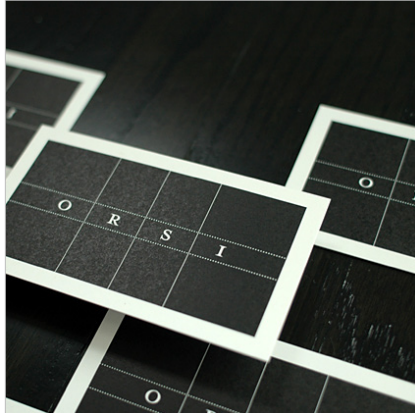
## ROECKER DESIGN GROUP

DENVER, COLORADO

Industrial Designer for a design consultancy specializing in environmental and print graphics. 09.1984–07.1985

orsi: visual identity & standards. hallmark cards–international: brand communication. hallmark cards–corporate: poster series.

hola spanish: visual identity; grand center: visual identity & environmental graphics; st michael & all angels church: meeting announcement



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hallmark cards—corporate: recruiting brochure. ellerbe becket architects: promotional materials. hallmark cards—real estate: signing standards  
homelite: visual identity & standards. hallmark cards—retail: media packaging. exploration: flexible identity & packaging.



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### there's more

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