

Kevin Campbell

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SUMMARY

Designer and brand operator. I build the whole funnel: identity, product, storefront, and the content that brings people to it. Studio Art degree and six years of freelance client work across print, identity, and editorial layout, applied for the past year to a direct-to-consumer apparel brand I founded and run solo. Shopify storefront, print-on-demand fulfillment, technical SEO, and organic social that reached about 1,100 accounts with no paid spend. Fluent in Adobe Creative Suite and Figma, with recent work in short-form motion, and I use AI tooling daily for content, copy, and product imagery.

EXPERIENCE

Founder & Creative Director | Crimson Thread Studio | Annapolis, MD

Sep 2025 – Present

- Founded and run a direct-to-consumer apparel brand built on an original serialized manga. I own the visual identity, apparel design, storefront, marketing, and customer communication end to end.
- Designed the full brand system. Logo, typography, packaging, and garment graphics, applied across web, product, and social.
- Built and maintain the Shopify storefront and crimsonthreadstudio.com, including product listings, checkout, print-on-demand fulfillment, and site architecture.
- Launched a three-piece collection tied to the first published chapter. Organic social reached about 1,100 unique accounts with no paid spend.
- Rebuilt the site's technical SEO: per-route meta and Open Graph, JSON-LD structured data, and sitemap generation.
- Art-directed and produced a 23.6-second vertical launch reel for the Act I collection: storyboard, styleframes, camera choreography, typography, and sound, built programmatically and delivered to platform spec.

Freelance Design | Annapolis / Washington DC

Mar 2020 – Present

- Client work in identity, print, and editorial layout since 2020, beginning with a six-panel program brochure for the University of Maryland College of Education (InDesign, institutional brand system, print production). Recent: Ruben's Dupont Circle (DC restaurant and venue): repeat-client event poster campaign covering illustration, layout, and print production.
- Köta Wërks (DJ act): full identity system covering wordmark, mascot, decal, and apparel lockups. Clay Creations (handmade pottery): logo system presented in three directions. In progress: vending identity for Lavender Town Losers. All run from brief to production-ready files with client review cycles.

Supervising Agent | Sparby Agency, American Income Life (Globe Life) | Remote

Jan 2026 – Aug 2026

Guest Services Coordinator | Parking Management Co. | Annapolis, MD

Jan 2020 – Jul 2025

Sales & Leasing Consultant | Annapolis Subaru | Annapolis, MD

Aug 2023 – Jul 2024

SELECTED PROJECTS

Severn Reach Marina | Wayfinding and environmental graphics

Self-directed, 2026

- Complete sign program for a 120-slip Chesapeake marina: 16 sign types, 270 pieces, 349.57 sq ft, drawn across 10 documentation sheets at Rev B.
- Produced the sign location plan, sign schedule, design intent documentation, and fabrication specs, all generated from one source file so the drawings and the schedule cannot disagree.
- Specified to ADA 703 and NFPA 303. Measured every color pairing before drawing; four failed and became written rules in the specification rather than quiet color changes.

Meridian | Presentation template system

Self-directed, 2026

- A 15-slide deck, a .potx template with four layouts on live placeholders, and a one-page rule sheet, built to hold its hierarchy after a non-designer types into it.

SKILLS

Software: Adobe Photoshop, Illustrator, InDesign, Figma, PowerPoint

Design: Brand identity, typography, layout and template systems, wayfinding and environmental graphics, signage documentation, print production, prepress

Digital & content: Shopify, HTML/CSS, technical SEO, copywriting, organic social

Motion & AI: Vertical short-form video, generative AI image and copy workflows

EDUCATION & CREDENTIALS

B.A., Studio Art (Graphic Design Concentration) · University of Maryland, College Park

2019 – 2021

A.A., Visual Arts · Anne Arundel Community College, Arnold

2017 – 2018

Digital Design Certificate · University of Maryland Global Campus

2025