



## **Kelvin Patterson**

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## **Objective**

My aim is to integrate concepts from the field of Multimedia design, Industrial design and Urban design for the purpose of obtaining a holistic approach to design development. This multidisciplinary approach will aid in the enrichment, development and strength of my design sensibility, through which I can solve design problems more effectively.

## **Work Experience**

### **Art Director- 2003 - Present**

Form and Function Design Limited  
#15 Gaston Johnston Street, Mucurapo,  
Trinidad & Tobago, W.I.

This position has afforded me the opportunity to conceptualise and manage a variety of project ranging from corporate rebranding to advertising campaigns for the Internet, Television and Print media.

From 2005, I assumed the role of Design Director, becoming the most senior designer at the studio. During this period I led the team on key accounts such as the corporate rebranding of The Trinidad & Tobago Unit Trust Corporation.

The successful conclusion of this exercise, led to the development of a brand manual that is currently being use by advertising agencies and other service providers for the client.

Between 2003 & 2004, I developed the AGUA Trinidad water party campaign, for the owner of 96.1wefm Trinidad & Tobago's number one radio station. This campaign directly resulted in an attendance of over 10,000 patrons to the event.

I collaborated with other consultants and architects, on the development of environmental graphics and signage for corporate clients such as bp Trinidad & Tobago, BG Trinidad & Tobago, The Central Bank of Trinidad & Tobago and in St Vincent & The Grenadines for the Boyea Group of Companies. These design are presently installed and help with extending the brand in the office environment of these companies.

As the Art Director, I supervise all junior staff and the execution of all projects that fall under their portfolio.



## **Graphic Artist**

*2002/2003*

Collier Morrison Belgrave (CMB)  
#13 Rust Street, St. Clair  
Port of Spain.  
Trinidad & Tobago, W.I.

*2001*

The Resource Factory  
Alyce Glen Shopping Centre,  
Morne Coco Road, Petit Valley.  
Trinidad & Tobago, W.I.

While at CMB and The Resource Factory, I developed and designed advertising campaigns for food and beverage manufacturers, in the retail sector, for clients such as Bermudez Biscuit Company, VEMCO, Lever Brothers and Carib Brewery. These campaigns required the development of Point-of-Sale, billboards and press advertisements to name a few.

Other campaigns for the automobile sector were developed. Some of these campaigns were done for clients like Diamond Motors Trinidad, the local dealer for Mitsubishi and Mazda, and Bavarian Motors Trinidad the local dealer for BMW and Mini. On select projects I was asked to develop corporate ID systems for clients.

This position was a technical one that required me to take designs and concepts to finished artwork. I mainly used Adobe Illustrator and PhotoShop to execute these assignments.

## **Freelance Graphic Artist**

*2001*

Horsham's Print,  
#149 Tragarete Road, Woodbrook  
Port of Spain.  
Trinidad & Tobago, W.I.

At this Printery I was the sole in-house graphic artist, a technical post, in which I designed and conceptualised all aspects of incoming jobs. In this position I used Adobe Illustrator and PhotoShop.

*2001*

Langston Roach Industries Ltd  
#147 Saddle Road, San Juan.  
Trinidad & Tobago, W.I.

As the sole in-house designer I was charged with the task of redesigning product labels, which helped to enhance the marketability of a variety of the Household and Personal care Products. In addition to that I designed newspaper advertisements for all product lines.



I photographed the company's range of products, for marketing collaterals i.e. brochures and self-mailers, for distribution to the regional market in Trinidad & Tobago, Suriname and Belize.

Label designs for "urbanscents limited"; a sub division of Langston Roach Industries Ltd. was later added to my design portfolio. The new designs helped with products sale for the company.

### **Freelance Graphic Artist / Journalist / Photographer**

1998-2001

"Vox Magazine",  
Trinidad Express Newspapers,  
Independence Square,  
Port of Spain.  
Trinidad & Tobago, W.I.

As a journalist I conducted interviews with local personalities and celebrities and wrote articles on youth pop culture, travel and leisure activities.

As a Photographer I documented concerts, nature tours, fashion and travel.

I assisted the Editor with the magazines design and layout, cover design and other activities associated with the Magazine.

### **Marketing Assistant**

1996-2001

Chaguaramas Development Authority  
Airways Road, Western Main Road,  
Chaguaramas.  
Trinidad & Tobago, W.I.

Arranging, booking and conducting Tours of the Chaguaramas Peninsula as hosting environmental lectures for school, public groups, companies and other interested organizations were part of my duties as Marketing Assistant.

I assisted in various marketing strategies, which increased the number of Visitors to Chaguaramas by 25% during the 1998 July/August vacations. This included the organisation of the first Divali celebrations in Chaguaramas for the year 1999. This project was successful.



## **Education**

### **Certificate**

2004

#### **CIW Webmaster**

School of Business and Computer Science Ltd., (SBCS)  
53-54 Sagan Drive,  
Champs Fleur,  
Trinidad & Tobago, W.I.

### **Diploma**

1998-2001

#### **Graphic Art Technician. (National Examination Council)**

John Donaldson Technical Institute,  
Wrightson Road, Port of Spain  
Trinidad & Tobago, W.I.

### **Secondary School**

1990-1992

#### **Caribbeann Examination Council**

Diego Martin Government Secondary School  
Diamond Boulevard, Diamond Vale,  
Diego Martin.  
Trinidad & Tobago, W.I.

### **Computer Training**

2004

#### **Macromedia Fireworks (Certificate)**

WebGold Design Solution,  
Aripita Avenue,  
Woodbrook  
Trinidad & Tobago, W.I.

### **Computer Programmes**

Adobe Illustrator® CS2  
Adobe PhotoShop® CS2  
Adobe InDesign® CS  
QuarkXpress®  
Macromedia Flash®  
Macromedia Dreamweaver®  
Macromedia Fireworks®