



KEN BLAZNEK

ART DIRECTOR

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WORK

College for Creative Studies Adjunct Faculty Instructor

January 2021 - Present

- Image Concepts I
- Image Concepts II
- Drawing I
- Drawing II

Latcha+Associates Art Director

October 2011 - March 2020

- **Ford/Lincoln Accessories:**
Art direction of annual dealer- and consumer-targeted catalogs and all accessories assets used brand-wide.
- **Audi After Sales:**
Art direction of dealer-targeted magazine, owner-targeted national promotional campaigns, build-your-own dealership marketing elements, consumer email blasts, direct print mail, website elements, event materials, large-format signage, and digital marketing screens.
- **Audi Customer Relations Management:**
Art direction of consumer-targeted calendars, branded luxury collection items, direct mail, and email blasts.

Ann Arbor Summer Festival Organization Graphic Designer

April 2010 - May 2011

- Worked within existing brand to develop new identities for individual festival events. Designed flyers, posters, signage, brochures, program content, and other print materials, web elements, e-blasts, social networking site content, and all festival-branded apparel.

Organic Inc. Creative Intern

June 2007 - December 2007

Campbell-Ewald Creative / Interactive Intern

June 2006 - August 2006

SCHOOL

College for Creative Studies BFA, Graphic Design

2004-2008

3.31 GPA

- Dean's List - *Four Semesters*
- University and College Designers Association Award - *Spring 2007*
- Graphic Design Practicum - Selected for two-student team responsible for the design and production of *Spine*, the annual CCS student publication.
- Judges Choice Award - *Spine*
- Award of Excellence - *Spine*
- CCS Lust Workshop Selectee
- Matilda Wilson Award
- CCS Tuition Grant
- CCS Scholarship

SKILLS

InDesign
 Photoshop
 Illustrator
 DSLR Camera
 Lightroom
 Premiere Pro
 Other Video Editors
 Procreate
 Prezi
 Web CRMs
 Google Docs/Slides/Forms
 Paper and Pencil

