

Senior Graphic Designer | Senior Production Artist | Art Director | Photographer

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Creative leader with over two decades of expertise in art direction, production, branding, in-house photography, and AI applications. Strong background in prepress, retouching, and managing cross-functional creative projects for major consumer brands and agencies.

Portfolio & Samples: www.kevinstoohs.com

Marketing & Design: www.arteffectstudio.com

Photography & Retouching: www.shootsphotos.com

EXPERIENCE

ARTEFFECT STUDIO, NEW YORK, NY

CEO, Art Director, Illustrator, Retoucher, Photographer & Production Artist | JUL 2009 – PRESENT

- Headed and produced all creative work through the latest AI applications including ChatGPT, Google Gemini, Microsoft Copilot, Claude, and Perplexity.
- Freelanced and owned business focusing on print, logo/branding, marketing, direct mail, packaging, POP, large scale indoor/outdoor signage, web graphics, and in-house photography.
- Produced ad concepts, websites, and illustrations; developed conceptual interactive campaigns.
- Created and designed award-winning sales presentations, direct mail pieces, e-mail promotions, media kits and sell sheets.
- Clients included Nestlé Purina, Johnson & Johnson, Fidelity Investments, Fancy Feast, Friskies, Cat Chow, Tidy Cats, Purina One, Beggin' Strips, Beneful, Busy Bone, Appleton Estate, Dewar's, Grand Marnier, Moët Chandon, Bacardi, Fortunoff, Van Cleef & Arpels, Tumi, Sally Hansen, Prestige Brands, BC Powder, Goody's, Fiber Choice, Yardley, Finesse, Avrett Free & Ginsberg, Euro RSCG, Foote Cone & Belding, HarperCollins, GT Interactive, Guitar Magazine, Kirshenbaum Bond & Partners, Margeotes Fertiitta & Partners, Madison Square Garden, McCann Erickson, Merkley & Partners, MTV, Photo File, Showtime, TBWA Chiat/Day and Young & Rubicam.

GREY, NEW YORK, NY | Senior Production Specialist | JAN 2015 – DEC 2021

- Oversaw and headed all mechanicals for the Gillette and Venus accounts and generated package design templates for pre-press.
- Improved file management and workflow, ensured internal processes were followed, and communicated with project managers throughout production.
- Prepared design layouts into prepress files for offset, web and digital printing; checked content and artwork for correct specifications.
- Responsible for product shot and beauty hi-res retouching; worked with tight deadlines and strict budgets.
- Clients included AARP, Advil, Ally, Applebee's, Braun, Canon, Downy, Eli Lilly, Febreze, Folgers, Gillette, Häagen-Dazs, Herbal Essence, Nestlé, Pandora, Pantene, Pringles, Procter & Gamble, Revlon, Robitussin, Smucker's, Thermacare, Tums, Venus, Volvo, and Walgreens.

THE KAPLAN THALER GROUP, NEW YORK, NY | Senior Graphic Designer | SEP 2005 – JUN 2009

- Created and launched new updated look for Continental Airlines print campaign.
- Presented and prepared inspirational ideas for comps, storyboards and new business pitches. Collaborated with creative account teams to develop concepts and marketing solutions.
- Prepared final mechanicals for prepress and responsible for all control adherence.
- Clients: Ad Counsel, Aflac, Champion, Church & Dwight, Continental Airlines, Girl Scouts of America, Kodak, Lunesta, Office Depot, Outback, Pfizer, Procter & Gamble, Shire, United Jewish Appeal and US Bank.

TUCKER, HAMPEL, STEFINIDES & PARTNERS, NEW YORK, NY | Senior Art Director | MAR 2001 – AUG 2005

- Compiled creative concepts for broadcast, print, outdoor, and direct mail.
- Managed all accounts simultaneously. Worked closely with directors, talent agents and photo stylists.
- Directed and supervised commercial edits. Formulated an improved archiving system.
- Clients: Dreyer's/Edy's, General Electric, Lucille Roberts, Quaker State, Steve Madden, Subway and Tag Heuer.

JORDAN, MCGRATH, CASE, & PARTNERS, NEW YORK, NY | Art Director | JUN 1996 – FEB 2001

- Initiated all jobs from concept to print, meeting tight deadlines using effective time management skills.
- Hired and directed for product shots. Sourced stock photography and illustration.
- Reviewed and signed-off on press approvals.
- Clients: First of America Bank, Juno, Procter & Gamble, Milton Bradley, Novartis and Upjohn.

UNITED STATES NAVY, NORFOLK, VA | BMSN Seaman Apprentice | JUN 1989 – OCT 1992

- BMSN Seaman Apprentice. 1990 Persian Gulf War Veteran.
- Created new logo for Naval Air Station, Norfolk, VA.
- Awarded National Defense Service Medal.
- Honorably Discharged October 6, 1992.

EDUCATION

SCHOOL OF VISUAL ARTS, NEW YORK, NY | BFA MAY 1996

- Bachelor of Fine Arts, Double Major in Graphic Design and Advertising. 4.0 GPA; graduated in top 10th percentile.

ADHOUSE, NEW YORK, NY | 10-WEEK PROGRAM

- Concentrated class with Greg DiNoto, CEO of DiNoto Lee Advertising, emphasizing creative brainstorming.

LYNDA.COM | ONLINE TRAINING

- Website development using Dreamweaver, Flash, After Effects, and Final Cut Pro.

TECHNICAL SKILLS

- Expert: Adobe Photoshop, Adobe InDesign, Adobe Illustrator, Figma, Adobe Lightroom.
- AI: ChatGPT, Google Gemini, Microsoft Copilot, Claude, Perplexity.
- Additional: HTML, After Effects, Final Cut Pro, Adobe Animate, Keynote, Microsoft PowerPoint, Outlook, WordPress, Acrobat, Fetch, Adsend, FTP, Microsoft Teams, Slack.
- Photo retouching, file management, network troubleshooting; Macintosh and Windows platforms.
- Photography: Nikon and Canon cameras, flash studio lighting, product and portrait photography.
- Digital prepress / print production: Trapping, Dot Gain, Dielines, Gate Folds, Spot Colors, Color Separations, Color Correcting, Halftones, Digital Proofs, Binding, Press Checks, Proofreading, Embossing, Varnish and UV Coating.
- Strong organizational skills with great attention to detail and quality standards.

AWARDS, SHOWS & AFFILIATIONS

- Finalist — 20th Annual John Caples Creative Award.
- Published in Graphis Design Book.
- One Show Exhibit — displayed at the One Club.
- Alternative Advertising Show — displayed at the Art Director's Club.
- Winner — Passion Poster Exhibit, displayed at the Art Director's Club.
- Member — The One Club.
- Member — Art Directors Club.
- Letter of Appreciation from B.E. Tobin, Commanding Officer, Naval Air Station, Norfolk, VA.

WHY ME

- Curious mind, steady grit—always learning, always building, always pushing for better.
- I turn chaos into clarity, problems into plans, and ideas into things that actually work.
- Equal parts logic and creativity—I solve hard problems with heart, humor, and persistence.
- A builder at heart: I ask why, imagine what's possible, and make it real.