Kevin Vain

I'm an Art Director who builds the systems behind the brand. I've spent 26 years in identity, print and web, and I build the tools that keep a brand consistent after handoff: component libraries, enrollment toolkits, templates and, since 2024, AI workflows. At Hooray Health, that system cut design production effort in half and launched sites 25% faster. I design the work. Then I build what runs it.

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EDUCATION

M.A., Media Design
Full Sail University

B.F.A., Graphic Design
Art Institute of Dallas

SIGNATURE OUTCOMES

- Cut production time by 50% during peak enrollment by standardizing workflows and marketing asset templates.
- Launched microsites 25% faster with a WordPress Multisite system and dynamic components.
- Built brand kits and decks that improved stakeholder confidence and helped win funding and partnerships.

CORE STRENGTHS

- Brand and design systems
- Art direction for print, web and video
- Web builds in Next.js, React and WordPress
- AI workflows and automation
- Creative operations and templates
- Brand training and handoff docs

TOOLS

- Adobe CC
- Figma
- WordPress
- Framer
- Microsoft
- Airtable
- Notion
- Mailchimp
- HubSpot
- Make.com
- Next.js and React, TypeScript, Supabase
- LLMs (Claude, ChatGPT, & etc.)
- Zapier, Playwright, GoHighLevel

EXPERIENCE

J PARIS MEDIA

Founder and Creative Director (January 2025 to Present)

- Built the 13-step Brand Builder System that takes each client from strategy to a working brand.
- Lead identity, web and AI builds for clients from hospitality to homeschool education.
- Built custom back-office tools that replaced multiple third-party subscription tools for clients.

HOORAY HEALTH

Senior Graphic Designer (April 2020 to October 2026)

- Built the brand system for a benefit plan and its four audiences: brokers and agents, employers, members and carriers.
- Built a component library and a WordPress Multisite that launch co-branded enrollment sites 25% faster.
- Created enrollment toolkits in English and Spanish and trained distribution partners and team members to use them, which cut design production effort in half.
- Built internal tools, including email and co-brand logo generators and an AI-assisted command center, plus video templates that cut custom video work 50%.
- Directed UI for the member app alongside the developers.

PROFESSIONAL DEVELOPMENT

AI Prompting and Automation
Rick Mulready Training, 2025
Applied to content, brand and marketing strategies, and campaign production

LeanStack Business Model
Workshop
Clarified goals, risks, and metrics for program launches

Airtable Training
Created lightweight CRMs and reporting for lean teams

Softr App Builder
Created client portals and resource hubs without engineering

HubSpot Inbound Marketing
Course completed 2019
Foundations used in content strategy

EXPERIENCE cont.

WEIN DESIGN AGENCY

Owner and Creative Director (January 2020 to December 2024)

- Directed brand identity and web builds, and wrote the style guides and handoff docs that let client teams hold the quality after launch.
- Won 8 of 10 pitches with warm prospects.
- Built an internal sales process that showed the team where every prospect stood in the funnel.

DALLAS WEEKLY

Art Director (November 2018 to 2019 & June 2021 to November 2021)

- Refreshed the brand system and weekly layouts, which made production 50% faster and kept print and web consistent.
- Art directed covers, features and department pages for a local weekly magazine, from concept to press.
- Built a freelancer handoff process that cut revisions 25% and kept every issue on deadline.

COLAB CREATIVE GROUP

Founder (January 2016 to December 2019)

- Built brand kits, book covers and launch assets for authors, community leaders and nonprofits.
- Won 7 of 10 pitches for new clients.
- Built launch checklists and a vendor network that kept projects on time and on budget.
- Led the team through weekly meetings, webinars and trainings.

SELECTED BRAND SYSTEMS

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- **Leadible**, 2026. A business-card scanner that captures the contact, researches the company and scores the fit from 1 to 10. I built the brand, the product and the launch alone in about two months.
- **Aptsmith**, 2026. A business platform whose interface adapts to how each person takes action. I built the brand, the platform, seven modules and the mobile app. Now in beta.
- **SovrynRootz**, 2024 to now. Two registered trademarks, the Selfieffect product line and the Westernism Index, a platform that matches clients with coaches.
- **Lead With Hospitality**, 2026. A logo realignment, a new Next.js website and a back office that replaced three subscription tools.
- **G.R.E.A.T. Homeschool**, 2026. Guides for grades K to 8 and an AI lesson-plan system with guardrails against made-up content. Launches November 2026.