



KEVIN DAVIES

CREATIVE SKILLS & SERVICES

- **Writing & Game Design**
(Game Rules, Scenarios, Training Simulations, Consumer & Corporate Marketing)
- **Concept Generation, Art Direction & Graphic Design**
- **Website Creation, Content Creation & Existing Site Updating**
- **Illustration & Image Manipulation**
(Traditional & Digital Media)
- **Photo Retouching & Enhancement**
- **Print Layout & Production**
(Promotions, Magazines & Books)
- **Client & Talent Relations**
- **Marketing Campaign Development & Event Management**

SOFTWARE EXPERTISE

Adobe (Photoshop, Illustrator, GoLive, ImageReady, LiveMotion, InDesign, Acrobat & Distiller, Streamline), Quark (QuarkXPress), Microsoft (Word, PowerPoint, Explorer), Altsys (Fontographer [typeface creator]), ATM Deluxe, Suitcase, Toast CD Creator, Netscape Communicator, Norton Utilities... and more.

OBJECTIVE

I am seeking a position as a member (or leader) of a creative team: Writer, Game or Scenario Designer, Conceptual Designer, Illustrator (digital or traditional media), Storyboard Artist, or Senior Graphic Designer. I thrive on new challenges and opportunities to acquire knowledge and broaden my creative capabilities. I desire to work with friendly and motivated people in an environment that inspires creative achievement.

SKILLS & EXPERIENCE

I have designed and published printed roleplay and miniatures games and scenarios. I have designed board, card, and dice games that have yet to see publication.

I can provide a range of creative services. With over ten years of professional experience in conception, design, and production, I offer an extensive skill set, dynamic ideas, and a flexible and practical design sense.

I've served my clients as a writer, designer, illustrator, and photographer. My work includes narrative fictional media creation (comics, animated film and TV, and roleplay, card, and miniatures games), web and print design, book production, plus trade fair and event management.

I can function independently or as part of a creative team. I can guide personnel in the brainstorming, design, and production process. Once handed an assignment, I dedicate myself to seeing that it is accomplished on time, within budget, and reflecting any creative directions provided. When confronted by impossible deadlines I'll put in the necessary hours. I always give 110%.

I can work on-site or at my own studio; I have the hardware, software, and peripheral resources necessary to complete most assignments. I possess strong organizational and multi-tasking skills.

I am willing to research and train as necessary for a specific task or project. I'm a fast learner. I'm self-taught. I also enjoy teaching; I have experience instructing others in the use of the MacOS and specific software applications.

To review my work please contact me to arrange a time when I can drop by with a portfolio or visit www.kevindavies.com. I will also gladly email samples; just phone or email and let me know what kind of material you would like to see.

www.kevindavies.com

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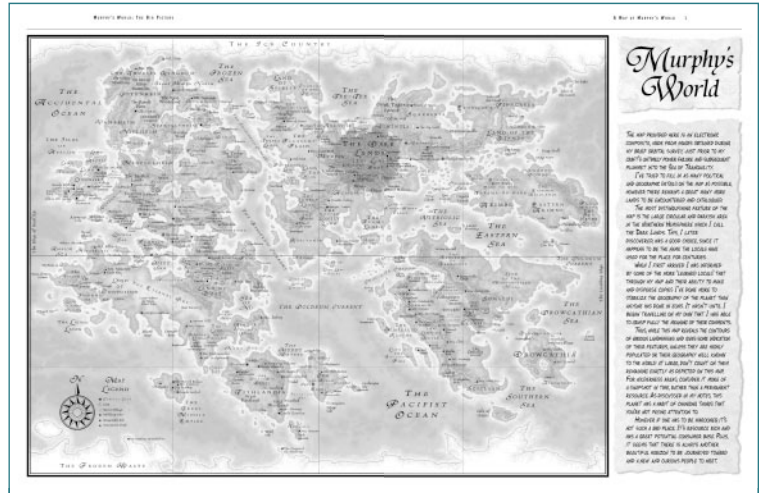
PUBLISHED GAMES

MURPHY'S WORLD

A humorous techno-fantasy roleplay game featuring a setting that combines the Realm of Faerie, the Land of Myths and Legends, the places of popular folklore and dreams (with a dash of pop culture) — comically twisted, through the application of 'Murphy's Laws' — "if something can go wrong, it will."

The culprit is the planet's sun, Ludo; its strange distorting energies effectively toss any sense of predictability for natural laws or supernatural forces right out the metaphysical window. Murphy's World also happens to be in possession of an extensive but somewhat faulty network of interdimensional teleportation gates (through which many of its inhabitants have unwillingly arrived), connecting the planet to just about everywhere. Thus, many residents of the planet are like Murphy — reluctant alien immigrants.

The book provides everything needed to play, including fast-paced rules and a complete adventure 'Robyn's Summer Romance in Asgard (or Robyn and Her Merry Sven)'.



BOB, LORD OF EVIL

A humorous techno-horror roleplay game that describes The Dark Lands and the creatures and cultures ruled by Bob, Lord of Evil — a naughty boy who grew big... very big.

The book provides Character generation and Action Resolution Rules, with sample people, places, things, and suggestions for adventure creation. A complete adventure 'Bob's Horizon (or On a Mission From Bob)' is included. Characters from other worlds (and game systems) can easily be brought to the Dark Lands via a crashed spaceship, magical backfire, or teleportation gate. Characters could even suffer an individual or collective bout of unconsciousness, visiting Tir Nan Bob in their dreams, er... nightmares!



GRIT – MULTIGENRE MINIATURES RULES



Originally released as part of a miniatures setting supplement, these rules permit Character Creation and Action Resolution for any genre or historic period; if desired, Characters from various genres/

historic periods may engage in scenarios together! Also, existing roleplay Characters can be easily converted into GRIT Characters for tactical squad-level combat.



www.kevindavies.com

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SKILLS & EXPERIENCE IN DETAIL

CONCEPT & DESIGN

Concept Creation & Brainstorming:

- Client Communications and Idea Interpretation.
- Idea Contribution, Consensus Building, Decision Making.
- Preparing an Action Plan or Proposal.

Concept Rendering (Pencil, Marker, or Digital Media):

- Concept Illustrations (people, objects, products, package designs, buildings, vehicles, food, etc.).
- Storyboards (Corporate Product Promotional Videos, TV Commercials, Rock Videos)
- Character, Setting, and Object Designs (Animated Films, Comic Books, Roleplay Games).
- Costume Design (Historical, Science Fiction, Fantasy).

Graphic Design:

- Printed or Electronic Publication Design and Layouts (including: Ads, Brochures, Books, Manuals, and Catalogs, Trade and Consumer Magazines, Annual Reports, Restaurant Menus and Placemats, Product Packaging, POP Displays, Greeting Cards, Trading Collector Cards, Promotional Kits, Signage, Website Interface and Content Organization, and Static-Image TV Commercial Sequential Information Screens).
- Logos, Stationary, and Corporate Identity Conceptual Designs.
- Typeface Design and Creation.

WRITING

Creative Writing:

- Game Designs (Roleplay Games, Miniatures Rules, Board Games, Card Games, Dice Game, Live RPG).
- Setting Descriptions and Adventures for Roleplay Games.
- Magazine Articles and Interviews.

Corporate Communications:

- Print Advertisements, Brochures, and Booklets.
- Promotional Kits (Press Releases, Advertiser Solicitation Kit, Promotional Documents and Slogans).
- Corporate Training 'Live Roleplay Games'.
- Kids Activities: Games and Puzzles for Placemats.
- Agency Ad Pitch and Project Proposal Documents.
- Radio Commercials (fitness center, home builder).

IMAGE CREATION

Painting & Drawing (Traditional or Electronic Media):

- Film and TV Animation Background Layouts; Character and Object Concept Drawings.
- Comic Book Interior and Cover Illustrations.
- Book and Magazine Covers (SF, Fantasy, Horror magazines, paperbacks, hardcover books, and roleplay games).
- Website Graphics and Illustrations.
- Trading Collector Card Game Art.
- Advertising and Editorial Illustrations (all subject matter, including people and products).

Drafting (Traditional or Electronic Media):

- Map Creation (Urban Streets, Regional Area, Continental Geographic Features).
- Product and Object Views (Top, Side, Isometric, etc.).

Photography, Photo Retouching & Manipulation:

- Digital Photo Retouching for print and websites.
- Travel and Scenery, Object Still-Life, Weddings.
- Customers, Staff, and Facilities for Commercial Promotions.
- Corporate Portraiture for use in publications.

MARKETING CAMPAIGN DEVELOPMENT AND/OR PROJECT MANAGEMENT

'Live Roleplay Game' Sales Training Event Creation

- Meet with client to discuss participants, goals, and parameters; research background of client's products and sales procedures; produce profiles of Characters for Sales Training Staff; establish rules of the event; produce any additional props or materials needed for the event; oversee the running of the event on-site.

Science Fiction & Media Convention Management

- Establish the events and guests for the convention; coordinate the efforts of other staff pre-event and on-site; design and oversee the production of all promotional and program materials; provide media interviews as necessary.

Magazine Concept & Production/Marketing Assessment

- Determine potential market, suppliers, costs, profitability.

Grand Re-opening of Fitness Centre

- Hire and manage catering and entertainment services; acquire and produce promotional devices (Ads: Radio, TV, Print); oversee execution of project at site.

PRODUCTION & EXECUTION

Desktop Publishing/Production (Print & Websites):

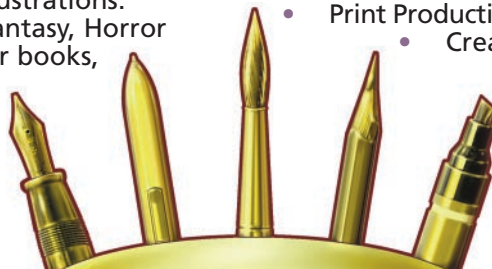
- Printed or Electronic Publications (including Ads, Brochures, Books, Manuals, and Catalogs, Trade and Consumer Magazines, Annual Reports, Restaurant Menus and Placemats, Greeting Cards, Trading Collector Cards, Promotional Kits, Signage, Websites, Ezines, Corporate Slides, and Static-Image TV Commercial Screens).

Management & Administration:

- Client Communications and Sales Pitches.
- Supplier Communications and Purchasing.
- Distributor and Retailer Communications and Sales.
- Print Production Process, Press Check, Proof Approval.
- Creative Talent Management.

Traditional Printing Pre-Production:

- Typesetting and Paste-up Layout.
- Linotronic Operation, Plate Burning.
- Negative Stripping and Spotting.
- Linoblock and Woodblock Printing.
- Silk Screen Press Operation.



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CLIENTS – AGENCIES & ACCOUNTS

Provided below are some of the agencies and accounts I've worked for over the years. Having spent much of my time as a freelance creative service provider, I've had the opportunity to work on a wide variety of jobs from many industry sectors. Additionally, I've benefited from experiencing the organizational systems and workflow processes of the many companies where I've worked; I've seen what works and what doesn't. I'd be glad to make available my observations in this area.

Ad Agencies & Accounts

- **ADCOM** (CablePlus, Oakville Place, Valery Homes, Multi-Area Developments Inc.)
- **Anderson/Artefact Design & Production** (Merck Frosst Canada, Bristol-Myers Squibb, Esso, Grand & Toy, Centocor).
- **The Armadillo Design Company** (Bolskaya Vodka, Chaps Restaurant, Cougar Shoes, First Choice Collectibles, Good Humor: Popsicle, Klondyke, Breyers Ice Cream, Innocon Inc., The Lazy Pelican Restaurant, LeBLANC, Orthopedic Orthotic Consultants, Phonetime International Inc., Targus, Trekk)
- **Fischer Creative** (Royal Bank Advisor Magazine)
- **Head & Varvas Agency** (Intracorp, Menkes, Merrick Homes, Rosehaven Homes, TD Omni, Torblair, Tridel Homes)
- **The Image Group** (Super Fitness, Canon, TD Bank, Royal Bank, Natural Environment Recovery Inc., Environs)
- **Indellible Concepts** (Geranium Homes, Georgian Homes, @last, Avalanche, Psychnet, Interhop, Pasteur Mérielux Connaught)

- **Karstan Communications Inc.** (James River Canada Inc., Maxwell House, Subway, Heinz)
- **Larter Advertising** (Cashway Lumber, Harley Davidson, Pioneer Electronics, Flowers B-4-5, Old Firehall Sports, O'Toole's Restaurants, Hockley Valley Resort, Public Storage, Walt's Beanery Restaurant)
- **MEL Adjusted Design** (Mr.Submarine)
- **Northern Lights** (TD Financial)
- **QuadraVision** (Miles Canada Challenge Simulation, National Trust Focus on the Future)
- **RoboShop Publishing Ltd.** (Toronto Blue Jays, Canadian Tire, Woods Canada, Sounds Interchange, Goliger's Travel, Knowlton Realty)
- **Salter deGruchy** (NEC, Merisel, Commodore Computer, Hart & Lyne Limited, Pizza Pizza Account Pitch and Comic Proposal)
- **Second Dimension International Ltd.** (Tim Hortons)
- **SONAR Communications Group** (Mercer Intranet Website)
- **Spalding Graphic Media** (Sleep Innovations)
- **The St. John Group** (Nortel)
- **What's The Big Idea** (Toronto Tourism, Lexmark)

Other Clients By Industry Category

- **Book Industry:** Baen Books, Dark Harvest Press, Baskerville Books.
- **Business & Legal Services:** Campbell's Kwik Copy Printing, Gardiner, Blumberg Barristers & Solicitors, Mentor Business Services.
- **Comic Industry:** First Publishing, Warp/Apple Comics.
- **Film & TV Industry:** Nelvana (The Care Bare Movie, Ewoks, Droids), Tween Entertainment.
- **Game Industry:** Atlas Games, CyberRealms, Daedalus Games, Night Vision Games, Kapow Press, Palladium Books, TSR Inc.
- **Government:** Government of Canada, Elections Ontario.
- **Internet Websites:** Oxford Properties Group (Spots Parking), Oberonix (DealerLinx), Rodenkirchen Comm. (LGFB Ball Invite), Spike Jackets, Innocon Inc.,
- **Magazine Industry:** Adventures Unlimited, Borderland, Computing Now!, Dragon, Dungeon, Electronics Today, Excel (Aetna Canada), The Familiar, Miriad, Scream Factory, Scrye.
- **Retail:** Bakka SF Bookstore, The Quilt Shoppe, The Worldhouse, Yuk Yuk's Comedy Club.

EXAMPLE WEBSITES – DESIGN & PRODUCTION

<http://www.spotsparking.com>

(Parking Lot Division of Oxford Properties)

<http://www.peregrine-net.com>

(Game Manufacturer)

<http://www.vestudio.com>

(Spike Jackets/Vestudio)

<http://www.gaymentor.com>

(Business Advise for the Gay Community)

<http://www.innocon.on.ca>

(Construction Supply Company)

PUBLIC APPEARANCES – SOLO & PANEL LECTURES

- **'The Process of Game Design'** (Ad Astra Media Convention, Toronto, Ontario, 1990)
- **'Marketing: Getting Your Message Out'** (Origins Game Expo, Columbus, Ohio, 1995)
- **'Working With Talent'** (Origins Game Expo, Columbus, Ohio, 1995)
- plus... numerous guest appearances, panel discussions, and art show hangings at literary, media, and game conventions.



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