

# Charles Alexander Kent

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Greetings,

Thank you for taking the time to read my cover letter! I recently came across your listing for a Graphic Designer posted on GlassDoor.com and wanted to express my interest and present my qualifications for the position. I have seven years' experience in graphic and web design in fast-paced, deadline-driven environments which demanded a high level of accuracy and quality control. Meticulous proofing procedures required my daily participation to minimize errors and ensure speedy turnarounds of projects. I utilized Adobe Photoshop, Illustrator, and InDesign in tandem to complete specific aspects of projects, each requiring their own unique expertise for effective integration within the final product. I also have extensive knowledge of Microsoft Office and web-publishing platforms such as WordPress and MailChimp.

During my three years at Levin Group, Inc., I had the opportunity to develop a large variety of materials for clients including logos, marketing campaigns, brochures, illustrations, and email blasts. Satisfaction was ensured through direct feedback or creative questionnaires which helped establish the appropriate styles and projects to best satisfy the client's needs. It was rewarding when numerous clients under my care renewed their contracts and personally requested me to be their designer.

I strongly believe in providing customized, practical solutions and complete adherence to clients' recommendations. My focus is on developing solutions that are visually appealing and aligned with the vision and values of my clients. Some of my notable accomplishments include, but are not limited to, the following:

- An intensive rejuvenation of Visiontac's (now Smarter Tools) staple product, the Art In Motion Moving Picture. I helped reintroduce the product with a fresh interpretation called the Inspirations Collection, which utilized the same technology but offered clean, visually appealing designs with inspirational messages. This resulted in a multi-million dollar order from K-Mart and further restocks along a three-month period.
- Development of the Smarter Tools brand from the ground up, including logo creation, website development, and research into marketing strategies. Its generators have since graced the shelves of Costco and Home Depot.

In addition to the software previously mentioned, I have experience with the following:

- Poser Pro
- AutoCAD
- HTML5, CSS3
- SketchUp Pro
- Audacity
- JavaScript, jQuery
- 3DS Max
- Corel Painter

Attached with the application is my resume that provides details about my work experience, educational, and personal references. I sincerely hope that you will give me the opportunity to meet you in person to discuss my candidacy further.

Thanks again for your time, and I hope to hear from you soon!

**Charles Kent**  
Graphic Designer • Web Developer

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*In addition to my career path in graphic and web design, I am also developing a portfolio of book cover illustrations to present to various publishers. My portfolio of drawings and paintings can be seen at [www.CharlesPaints.com](http://www.CharlesPaints.com).*

