



PARALLELISH

Evan Hinkelman
Sr. Graphic Designer

817-713-3439 | Dallas, TX
parallelish.com
evan.hinkelman@gmail.com

HARD SKILLS



- Illustrations
- UX and UI Design
- Storyboarding
- User Research
- Wireframing
- Prototyping
- Microsoft Office Suite
- Custom Typography
- Custom Patterns
- Apparel Design
- Digital Painting
- Photography

SOFT SKILLS

- Leadership - Communication
- Creative - Time Management
- Presentations - Collaboration
- Story Telling - Open Minded

EDUCATION

University of Texas Arlington
Bachelors Degree
- Visual Communication

Google UX Design Certificate
Coursera.org

Evan Hinkelman

Senior Graphic Designer / UX/UI Designer

Creative, fast paced, digital design professional known among leaders, peers and partners for my expertise in innovation and driving initiatives through to successful completion. Goal oriented, quick learning creative with a deep understanding of business practices, processes and project management. Highly punctual and organized with the ability to handle multiple projects at one time without sacrificing the quality of my work. Inspirational contributor, frequently commended for my work ethic, teamwork, communication and eagerness to help wherever I can.

"People from all departments are always looking to work with Evan because of his well-rounded talents."

-Heather Maddux, Director of Strategic Partnerships

AREAS OF PROFICIENCY

- Researching and immersing myself into a company's DNA to better understand their mission and their consumer's needs to provide the absolute best product possible.
- Highly proficient in Adobe creative suite with an emphasis in Illustrator, Photoshop, InDesign and Xd. Also proficient in Figma and Microsoft Office suite.
- Illustrating a variety of graphics from clean and simple to highly complex and detailed for applications ranging from apparel and hardline items to web graphics and iconography for design systems.
- Designing user experiences all the way from personas and storyboarding to high-fidelity interactive prototypes. Setting up and working with Information Architecture and Design Systems.
- Collaborating with creative leads, business partners, copywriters, developers and marketing teams to complete campaigns and initiatives.
- Inspiring my peers through leading classes for advanced Adobe Illustrator courses and tutorials.

PROFESSIONAL EXPERIENCE



Dallas Cowboys 09/2015 - Present

Began on the Quick Response Team working with partnerships on quick turn projects and I was quickly selected to be a part of the Hot Market Team as well where we were tasked with creating unique graphics within a few days of the live games. A year later I was promoted to NIT Category Leader overseeing the creative work for our newborn, infant and toddler apparel lines. The very next season I was promoted once again to the Men's Category Leader where I designed multiple best-selling graphics for both the men's and women's apparel lines.

Continued



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Ai Illustrator

Ps Photoshop

Id InDesign

Xd UX/UI

Figma

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PROFESSIONAL EXPERIENCE *Continued*

Accomplishments:

- "214" Best-selling graphic from the Hot Market Team which was featured on the local news.
- 2020 Best-selling graphics in the Men's and Women's apparel lines. My graphics in total made \$1,354,737 in sales.
- "Zeke Who?" Conceptualized and designed the Zeke Who? graphic and facilitated its production in a matter of days so it could be presented at a press conference seen on ESPN. Proceeds from the t-shirt helped raise over \$300,000 for the Salvation Army.
- Working with the graphics and branding teams for our sister company 81Eighty I designed top selling graphics for AT&T's Brand Shop apparel lines, I then conceptualized and designed marketing collateral for emails and web and mobile banners to promote the pieces.
- AT&T Call Center Signage Refresh. Designed a series of signage for AT&T call centers to refresh their spaces on multiple floors of their office buildings.

Overall Parts & Solutions 02/2015 - 08/2015

Responsible for creating logos, branding collateral and assets for the company website. Created logos for new products like Back Trax as well as designing landing pages and sign-up forms.

DFW Designer Tees 07/2013 - 11/2014

Responsible for creating and recreating art for clients, separating art for production and preparing screens for screen printing. Helped clients take their ideas and turn them into visually appealing graphics for apparel.

B&E Industries 06/2012 - 06/2013

Responsible for operating and maintaining the Direct to Garment printers. Prepared and converted art files to be compatible for DTG printing. Kept printers functioning with routine upkeep, cleaning and a climate-controlled environment.

EDUCATION AND AWARDS

University of Texas at Arlington - Bachelors Degree in Visual Communication. 2009 - 2012

Tarrant County College - Associates Degree in Fine Arts. 2007 - 2009

Threadless Selected Designs

- Class of 2054
- Alien? (Threadless + The Simpsons)
- Native Coat of Arms (Threadless Select)
- TVTV (Threadless + Nordstrom)
- Join or Don't