

BRIAN KURKLIN

Experienced Senior Graphic Designer and Director of Graphic Design

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SKILLS

- **Brand & Design:** Creative Direction, Visual Identity Systems, Brand Management, Print Design, Digital Design, Motion Design, Environmental Design, Typography
- **Production & Marketing:** Stakeholder Management, Vendor Management, Campaign Development, Production Workflow, Print Production Management, Email Marketing, Copywriting, Project Management, Data Analysis
- **Tools & Technical:** Adobe Creative Suite (After Effects, Premiere Pro, InDesign, Illustrator, Photoshop), CSS, HTML, MS Office, Wordpress

PROFESSIONAL SUMMARY

- Thirteen years of experience managing and shaping brands, from entrepreneurs starting their first business and regional companies navigating rapid growth to Political Action Committees of Fortune 50 brands known around the world.
- Skilled in print, digital, motion, and environmental design, with a strong record of leading integrated campaigns, brand systems, and production workflows that support business goals.
- Experience in managing big-picture marketing strategies from the data that backs them up, down to the fine details of designs from kerning and grid alignment to paper quality.

WORK EXPERIENCE

Senior Graphic Designer | *December 2022 – June 2026*

Sagac Public Affairs, Oklahoma City, OK

- Created Pollie Award-winning campaigns and designs for the Political Action Committees of Fortune 50 companies and top trade associations, leading to donor receipts of \$200,000 to \$1 million+.
- Ensured PAC brand compliance within the larger organization, maintaining trust from internal audiences.
- Designed annual reports, email campaigns, signage, and motion assets for PAC clients, supporting integrated fundraising and brand messaging across multiple channels.
- Led the rebranding of Sagac Public Affairs, a 25-year-old industry-leading public affairs firm, modernizing its visual identity while preserving brand recognition and market leadership.

Director of Graphic Design | December 2018 – December 2022

Good Shepherd Hospice, Oklahoma City, OK

- Designed and maintained a broad portfolio of brand assets across print, digital, motion, and environmental channels, ensuring consistent identity across all customer-facing and internal materials.
- Managed print production and online collateral catalogs for over thirty locations in four states, allowing office managers and site directors to quickly order necessary print materials.
- Partnered daily with C-suite officers, compliance personnel, executive directors, office managers, and consultants to develop new materials that led to increased patient numbers, patient care quality, and maintained compliance with Medicare regulations.
- Implemented a new ticketing system to improve turnaround times and efficiency by 24-72 hours.
- Managed invoice processing for all print materials, ensuring vendor payment.
- Supervised and mentored one direct report graphic designer, establishing creative standards, reviewing work, and improving overall team output.

Principal Partner | September 2014 – November 2022

Sedulous Design, Oklahoma City, OK

- Founded and operated a branding consultancy serving 30 entrepreneurs and small businesses.
- Directed client strategy, brand development, project management, and business operations.
- Managed contracts, invoicing, bookkeeping, tax preparation, and regulatory filings.
- Developed complete visual identity systems across print and digital platforms.

Designer | May 2014 – August 2014

1260 Productions, Yukon, OK

Intern | June 2013 – May 2014

1260 Productions, Yukon, OK

EDUCATION

Bachelor of Fine Arts, Visual Communication | May 2014

University of Oklahoma

Bachelor of Business Administration, Entrepreneurship and Venture Management | December 2009

Summa Cum Laude

University of Oklahoma

AWARDS

Pollie Awards

2026

Gold

- **Best Use of Email Fundraising:**
Leidos PAC (LPAC) "Settlers of Leidos" Email
- **Best Fundraising for Non-Profit Organization/Trade Association Fundraising:**
NACSPAC "Fueled by You" Email Campaign

Silver

- **Best Logo + Branding:**
Leidos PAC (LPAC) "Settlers of Leidos" Branding
- **Most Original/Innovative Collateral Material:**
Leidos PAC (LPAC) "Settlers of Leidos" Materials

Bronze

- **Best Use of Email Fundraising:**
NACSPAC "Fueled by You" Email Campaign

2025

Silver

- **Best Fundraising for Independent Committee, PAC, or Super PAC:**
WABPAC "Bracket Bonanza: It's Time to Get in the Game" Email
- **Fundraising Best Use of Email:**
WABPAC "Bracket Bonanza: It's Time to Get in the Game" Email
- **Best Use of Non-Fundraising Email:**
CRNA-PAC "Student PAC 101" Email

Bronze

- **Overall Best Fundraising Public Affairs/Issue Advocacy Division:**
GM PAC "Protecting Our Lane" Email Campaign
- **Overall Best PAC Campaign Public Affairs/Issue Advocacy Division:**
NEMPAC "Stop the Cut to Save Emergency Medicine" Email Campaign
- **Best Fundraising for Non-Profit Organization/Trade Association:**
NEMPAC "Stop the Cut to Save Emergency Medicine" Email
- **Best Fundraising for Independent Committee, PAC, or Super PAC:**
GM PAC "Protecting the Future of Transportation" Email

2024

Silver

- **Best Fundraising Event:**
Prudential PAC "Java with Jill" Webinar Event