

Kevin Lenth, MBA

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Senior Brand & Production Designer | Healthcare, Agriculture & B2B

Brand and production designer with 10+ years of experience creating on-brand visual systems for healthcare, agriculture, and B2B products. Experienced in turning complex, technical stories into clear marketing materials—brochures, sell sheets, videos, and campaigns that sales teams and customers actually use. Combines strong layout and typography skills with an MBA-level understanding of business, enabling close collaboration with marketing, product, and sales.

Core Skills

- Brand and production design (print, digital, basic motion)
- Layout, typography, hierarchy, and visual systems
- Adobe Creative Suite (InDesign, Illustrator, Photoshop, After Effects, Premiere Pro)
- Sales enablement materials (brochures, sell sheets, decks)
- Video: storyboarding, motion graphics direction, on-screen messaging
- Campaign messaging and basic copywriting
- Vendor and printer coordination, print production prep
- Cross-functional collaboration with marketing, product, and sales teams

Professional Experience**Senior Brand & Production Designer | Senior Graphic Designer | Marketing Designer**

TerraClear, Inc. – Grangeville, ID | 2024 – Present

- Lead customer-facing brand and marketing design for an ag-tech startup focused on rock picking, mapping, and AI-powered automation for farmers.
- Design brochures, flyers, sales one-pagers, and digital assets that explain complex hardware/software tools in clear, farmer-friendly language.
- Created a post-harvest launch video to show how rock picking fits into the harvest workflow, focusing on visual pacing, motion graphics, and on-screen messaging that highlight the “Map. Pick. Done.” promise.
- Partner with sales, product, and customer success teams to align messaging, improve adoption across Midwest markets, and support dealers with professional marketing materials.

Founder & Creative Director

Klenth Designs – Freelance | 2017 – Present

- Operate an independent design studio serving startups, small businesses, and local organizations.
- Develop brand identities, visual systems, and campaign assets (logos, print collateral, simple websites, social graphics) that elevate client visibility and credibility.
- Manage projects from discovery and conceiving through design, revisions, and production, including coordinating with printers and vendors when needed.
- Build long-term client relationships through reliable communication, on-time delivery, and consistent, on-brand creative work.

Senior Graphic Designer I Brand Strategist

Medline Industries, Inc. – Northfield, IL | 2004 – 2017

- Led design for multi-million-dollar healthcare product launches across 50+ product lines, working within Medline's corporate brand system.
- Created brochures, sell sheets, product series campaigns, trade show graphics, and packaging that supported sales goals and clinical messaging.
- Played a key role in Medline's corporate rebrand, helping translate new guidelines into real-world materials across multiple divisions.
- Designed an animated brand film to support the rebrand, using infographic-style motion graphics to show market pressures and position Medline as a single-source partner with 350,000+ products and specialists across the continuum of care.
- Contributed motion and layout design to explainer videos such as the HMEvolve dealer program video, using bold typography and iconography to communicate cash-sale growth, marketing support, and financing benefits.
- Partnered with marketing, product managers, and sales leaders to align creative with business objectives and clinical needs.
- Mentored junior designers and production artists, helping maintain consistency and quality across large volumes of work.

Education

Master of Business Administration (MBA)

University of Phoenix, 2024 – 3.96 gpa

Bachelor's Degree – Graphic Design / Marketing

DePaul University, 2002 – 3.86 gpa

Selected Highlights

- Helped drive revenue growth in the tens of millions at Medline through strategic creative execution across print, digital, and motion.
- Supported TerraClear's expansion in key Midwest markets with clear, farmer-focused messaging and post-harvest launch content.
- Known for bridging design craftsmanship with business strategy, ensuring creative work is both on-brand and effective in the field.

Technical Skills

- **Design:** Adobe InDesign, Illustrator, Photoshop, After Effects, Premiere Pro
- **Office & Presentations:** Microsoft Office, PowerPoint, Keynote
- **Collaboration & Marketing:** Microsoft Teams, Slack, HubSpot