KYLE D. WINTERS

Senior Visual Designer | Executive Presentations & B2B Communications

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SUMMARY

Visual design lead with 10+ years of experience turning complex business information into presentations, brand templates, research communications, and marketing materials. Current Visual Design Lead at i4cp, with additional enterprise design experience across healthcare, financial services, technology, and automotive. Combines hands-on design with consistent visual standards and production-ready delivery.

CORE SKILLS

Executive presentation design, PowerPoint templates, brand guidelines, information design, data visualization, B2B marketing, sales enablement, research communications, conference graphics, digital and print production

IN-HOUSE DESIGN EXPERIENCE

Visual Design Lead | i4cp (Institute for Corporate Productivity)

Oct 2022–Present

- Lead visual design across research, marketing, sales, member experience, and executive communications for an HR research organization.
- Build and maintain presentation templates for keynotes, board sessions, member briefings, and research launches.
- Translate workforce research into reports, campaign assets, webinar materials, and sales communications.
- Create brand guidelines and conference design across presentations, stage graphics, signage, digital assets, and attendee materials; partner with marketing, sales, research, events, and executive stakeholders.

Senior Graphic Designer | Road Ready Telematics (Truck-Lite)

Nov 2019–Nov 2021

- Led visual brand modernization and developed identity guidelines covering color, typography, imagery, and applications.
- Applied the visual system to sales collateral, presentation templates, digital marketing, product communications, and dashboard design.

Lead Graphic Designer | Delphi Technologies

Sep 2017–Sep 2019

- Designed global aftermarket brand rollout, product marketing, corporate launch materials, and CES/AAPEX trade show graphics.

Graphic Designer | Hino Trucks (Toyota Group)

Aug 2014–Aug 2017

- Created national B2B marketing, dealer materials, print and digital campaigns, event graphics, and fleet wraps, including the Tesla Mobile Pit Crew service vehicle wrap.

TOOLS

PowerPoint, Adobe Illustrator, Photoshop, InDesign, After Effects, Figma, Keynote, Microsoft 365, Google Workspace

EDUCATION & CREDENTIALS

Bachelor of Science, Philosophy — Central Michigan University, 2016
Certificate, UI/UX Design — Springboard, 2019
Certificate, Graphic Design — Minneapolis School of Design

SELECTED CONTRACT ENGAGEMENTS

Senior Graphic Designer | HAP / Henry Ford Health (via Creative Circle)

Mar 2024–May 2026

- Designed executive presentations, sales materials, RFP responses, and field communications for a statewide health plan.
- Turned long-range healthcare strategy into presentation layouts, KPI visualizations, and geographic expansion graphics.
- Created Medicare sales presentations, AEP social campaign assets, and health program launch visuals.

Senior Graphic Designer | Fifth Third Bank (via Collabera)

Feb 2023–Dec 2024

- Designed banking icons for consumer and commercial digital interfaces and extended brand standards into internal activation materials.

Senior Graphic Designer | The Shyft Group

May–Oct 2024

- Created employee benefits and leadership communications, fleet graphics, and SEMA trade show materials.

Senior Graphic Designer | Meta (via OrangePeople)

Jan–Jun 2022

- Designed sustainability presentations and visualizations communicating renewable energy milestones and emissions-reduction information for leadership audiences.

Senior Graphic Designer | MoneyGram (via ITR Group)

May–Nov 2022

- Adapted remittance campaign creative across digital, social, print, and partner materials in English, Spanish, and French.

Senior Graphic Designer | Trane Technologies (via Capital Staffing Solutions)

Jan–May 2022

- Designed technical infographics explaining HVAC systems for healthcare, energy, and mission-critical sales communications.

Visual Designer | General Motors (contract assignments)

People Tech Group: Jul–Oct 2021 | ICONMA: Oct 2021–Jan 2022

- Designed in-vehicle infotainment screen flows, interaction states, and interface components for audio and connectivity experiences.
- Documented device pairing, connectivity edge cases, and audio interactions for engineering handoff; collaborated with product and engineering teams.