

Kevin Lake
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Current Location: New York, NY

Born: Santa Maria, CA

Zodiac Sign: Pisces

Computer Skills:

Adobe Creative Suite ★★★★★

HTML / CSS ★★★★★

Technical Skills:

Printmaking ★★★★★

Sewing & Patternmaking ★★☆☆☆

Photography ★★☆☆☆

Tschabalala Self
Graphic Design + Product Direction

(2023)

“Bodega Run” Tote Bag



DEBTBAG
Graphic Design + Direction

“Letterman” Soccer Jersey

(2023)



Front

Back

Welcome.jpeg
Graphic Design

(2022)



“Connect the Dots” Tee Shirt



“Mac Folder” Tee Shirt

Cozy World
Graphic Design

(2023)



“Runaway Ballons” Tee Shirt



“Cozy Sport” Mesh Jersey

(2020)



(2020)



Front



Back

Empathy
Graphic Design

“Acoustic” Embroidered Sweatshirt

(2023)



Empathy
Graphic Design

“Empathy Girls” Women’s Zip Hoodie

(2023)



(2023)



Golden Hill Painting
Logo Design

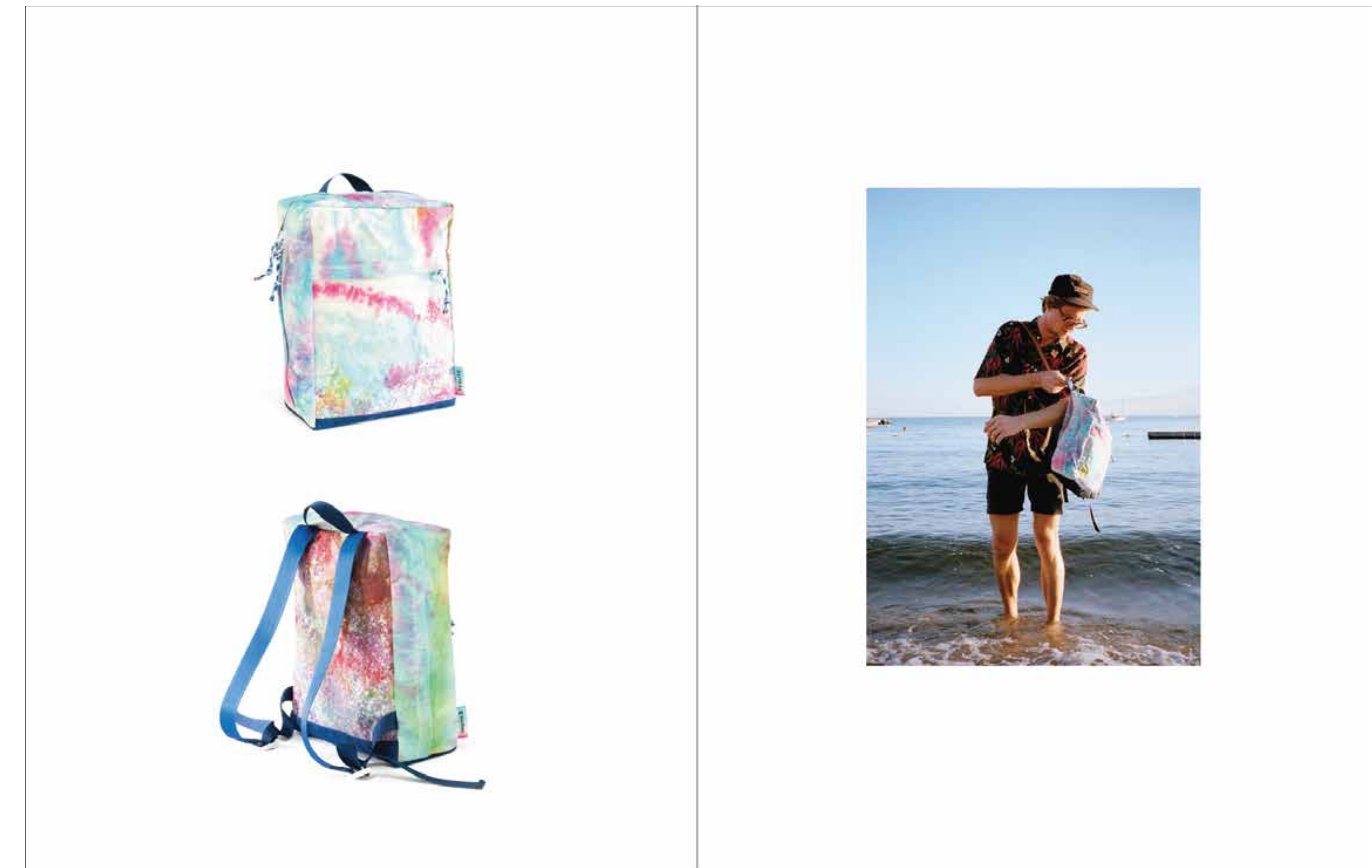
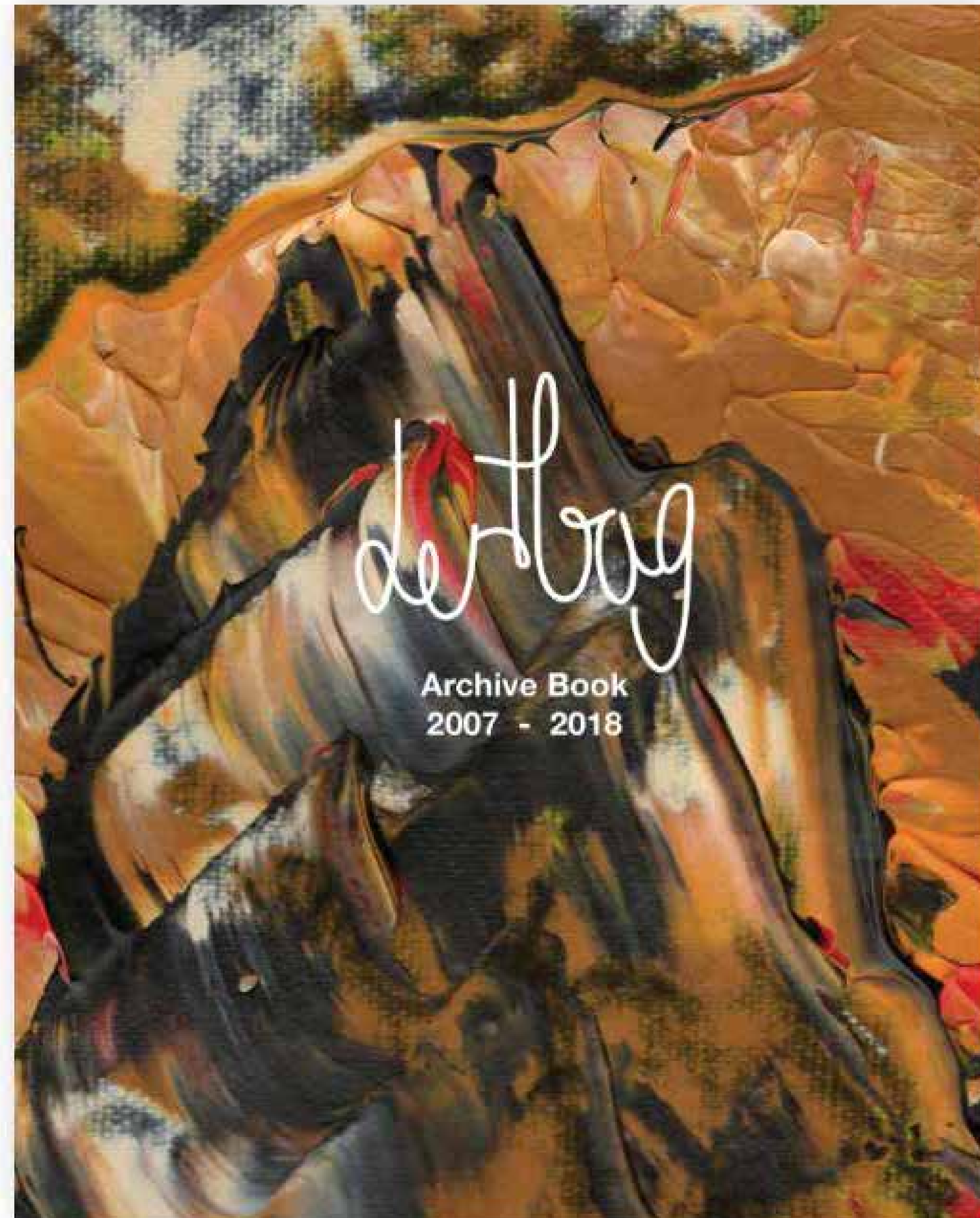
“Home” Logo

(2023)



Golden Hill Painting

Residential Interior & Exterior




(2022)

INFOGRAPHICS (AND WHY TO USE THEM) AN INFOGRAPHIC BY KEVIN LAKE

For starters...

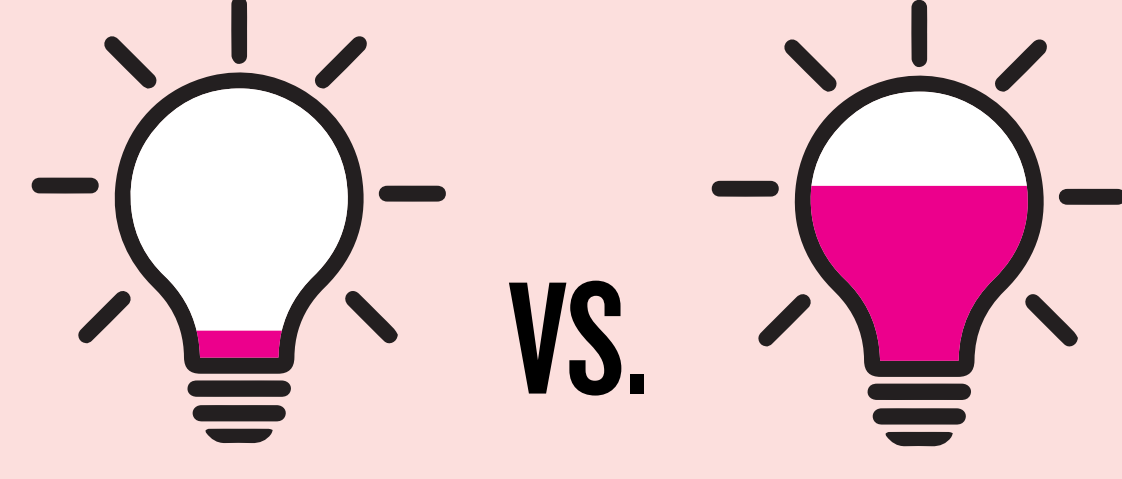
50%
of the brain
is used for processing visual information.
Why shouldn't we put it to use?



Infographics are **3x** more likely to be shared and liked on social media than other content

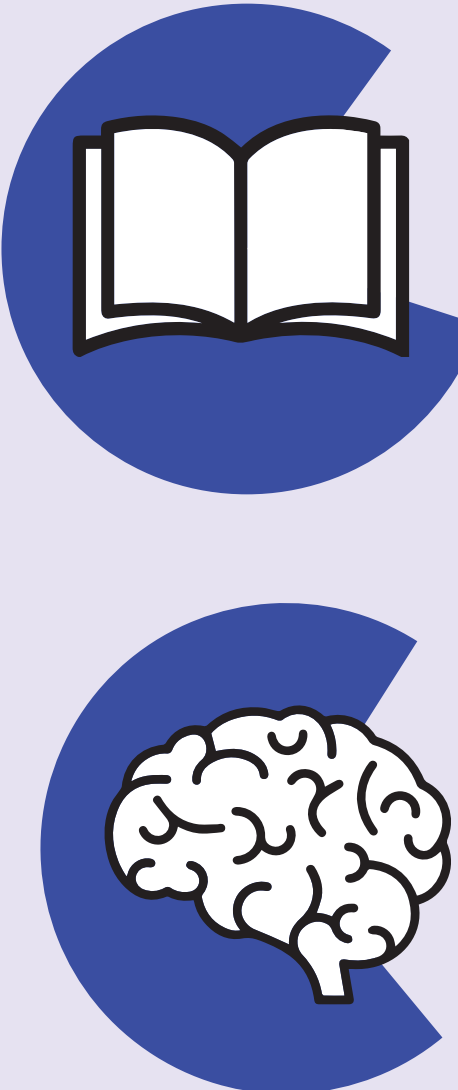


People remember **10%** of what they hear out loud vs. **65%** of what they see in a visual




For educators...

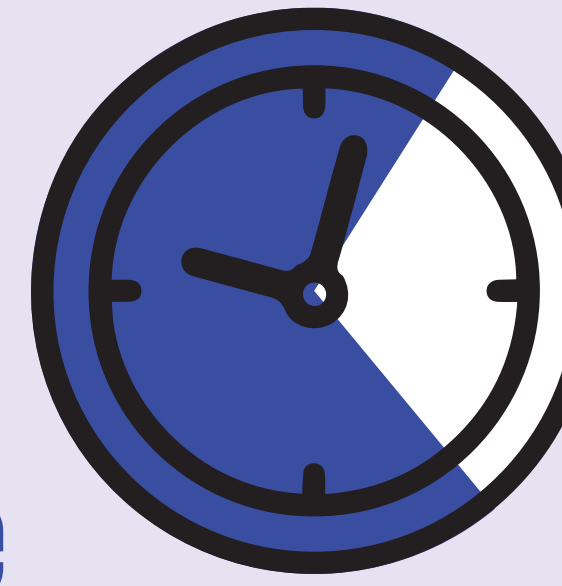
The use of color in visuals makes readers **80%** more engaged with the content and increases comprehension by **70%**



People following directions with both text and illustrations do more than **3x** better than people following directions without illustrations




Studies show that **70%** less time is used finding correct information when color is used properly




For businesses...

Publishers who use infographics get **12%** more traffic than those who don't



People are **30%** more likely to send a payment faster when prompted by visuals



It was reported that in 2020, **68%** of B2B marketers were creating infographics

