

EDUCATION

Bachelor of Fine Arts in Graphic Design

— GRADUATED DECEMBER 2016

CORE STRENGTHS

Polished Solutions

From big picture to microscopic detail, I always make sure to deliver a cohesive and polished design solution

Taking Initiative

I lead client-facing discussions, research, and refine processes, resulting in faster production and better communication

Continuous Learner

Flexible and adaptive, I strive to hone my craft in all areas of design, at home and in the office

SOFTWARE & TOOLS

- Adobe Illustrator
- Adobe InDesign
- Adobe XD
- Adobe Photoshop
- Adobe Premiere Pro
- Procreate
- Canva
- Wireframing
- Low-Fidelity Mockups
- High-Fidelity Prototyping
- Sitemaps
- Shopify, Squarespace, WP
- Klaviyo, Mailchimp
- Trello, Asana, Notion
- Basic HTML/CSS



@kimberleyntd



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WORK EXPERIENCE

Contract Graphic Designer | neverthirst

JUNE 2022 - PRESENT

— Collaborate with the Director of Marketing to craft strategic design solutions for fundraising campaigns, landing pages, digital advertising, and marketing collateral, resulting in surpassing their goal to serve 1,000,000 unreached people with clean water

Brand & Web Designer | Self-Employed

MARCH 2016 - PRESENT

— Design, develop, and launch cohesive websites, brand identities, packaging, and print collateral for small businesses

Contract Web Designer | Chatterkick

JUNE 2022 - FEBRUARY 2023

— Spearheaded the design and development of a 40+ page agency website, establishing a new design system, clear call-to-actions, and engaging assets

— Led discovery calls with stakeholders to determine client's vision, needs, and project feedback

Graphic Designer | LogiCore Corporation

AUGUST 2021 - APRIL 2022

— Collaborated with writers to produce 300+ page proposals following strict visual guidelines from the government

Senior Graphic Designer | Holtz Leather Co.

SEPTEMBER 2018 - MAY 2021

— Collaborated with team to design strategic cross-platform marketing campaigns and product launches, boosting sales by 42% in 1 year

— Managed Holtz Leather's very successful COVID Mask Campaign, resulting in over \$40,000 of new email revenue

— Conceptualized and designed multi-department branding, websites, print, and product packaging for top-selling products

— Mentored 3 junior designers and led in cohesive design across email, social posts, social stories, web graphics, and ads for Facebook, Instagram, and Pinterest

Additional Design Experience

FEBRUARY 2015 - MARCH 2018

— Illustrated t-shirt graphics, produced product mock-ups, and prepared final print files at Nogginhed T-Shirt Co

— Designed a timeline booklet for Auburn University under the mentorship of Auburn University Professor Courtney Windham

— Assisted in creating digital ads, websites, print collateral, and brand identity as an intern at Baker Street Digital