



## SUMMARY OF QUALIFICATIONS

- **Experienced:** 15 years working as an in-house graphic designer and 19 years as Principle at Kim Louie Creative
- **Versatile:** Adept at working in an in-house team environment or running my own business
- **Intangibles:** Creative, knowledgeable, loyal, professional, reliable, responsive, resilient

## EDUCATION

### University of Utah

Bachelor of Fine Arts, Graphic Design, Salt Lake City, UT

Other Education: EDEMY.com/ Digital Social Media Marketing Course - Certificate

## DESIGN PROFICIENCY

- Brand development (corporate identity, logo design, brand style guides)
- Stationary (business cards, letterhead, envelopes)
- Marketing collateral (brochures, catalogs, sales sheets, white papers, flyers, kit covers, postcards, sales proposal templates, training manuals, and more)
- Direct mail
- Information graphics
- Packaging (product and food)
- Advertisements (print, email, web and digital ads)
- Signage (trade show banners, 3D interior signage, retail display signage, and billboards)
- Point of purchase displays
- Editorial (magazine)
- Vehicle and transit graphics
- Website design (experience with Google Website Builder, designed look and feel of websites while partnering with website developers)
- Other (invitations, newsletters, book design, certificates, and more)

## TECHNICAL AND OTHER SKILLS

- **Proficient with Adobe Creative Suite (InDesign, Photoshop, Illustrator, and Acrobat), Microsoft Word and PowerPoint**
- Customer service and sales presentations
- Project and print management
- Some editing, and proofreading
- Press checks
- Photography: Nikon digital equipment, photo manipulation and editing. Experience collaborating with contract photographers, art direct photo shoots, and product photo styling
- Illustration
- Social media (Facebook and Instagram)

## PRESENT WORK PROFILE

### Kim Louie Creative, Professional Design Studio, Salt Lake City, UT

#### July 2003 to present

**Full-time business owner and senior graphic design specialist** with over 16 years experience

- Responsibilities include overseeing daily business activities, client relations, customer service, project administration, new business development, billing, and receivables
- Involved in the complete creative process from concept development, design, production, proofing, print management, press checks, managing interns and outside contractors
- Partnered with local and out of state business owners, corporations, marketing and advertising agencies

## **Salt Lake County, Arts and Culture, Salt Lake City, UT**

**April 30 2018 to Present**

**Senior Designer:** Part-time remote designer

- Provide Graphic design support for in-house marketing team
- Design Marketing collateral for Salt Lake County Art venues (Abravanel Hall, Capital Theatre, Eccles Theater, Rose Wagner Performing Arts Center, ArtTix and other services)
- Insure all marketing pieces follow the Salt Lake County Arts & Culture brand guidelines  
Maintain brand consistency while keeping the SLC brand current and fresh
- Projects include print and digital Ads, social media imagery and graphics, brochures, posters, flyers, logos, event signage and other collateral pieces
- Insure all pieces are print ready
- Utilize Basecamp software for project tasks, management, and team interaction

## **PAST WORK EXPERIENCE**

### **Arena Communications, Political Direct Mail Advertising Agency, Salt Lake City, UT**

**August 2018 to Oct 2018**

**Senior Designer:** Full-time on-site contract position working in a fast paced agency environment. Created political direct mail advertising for national Republican candidates

- Collaborated with creative director, account managers, copywriters, and other designers to create strategic, conceptual, direct mail pieces utilizing Adobe InDesign and Photoshop

### **Sprout Marketing, Salt Lake City, UT**

**February 2007 to November 2008**

- **Senior Designer:** Supported and collaborated with in-house marketing team (CEO, marketing managers, copywriters, and web developers)
- Concept development, design, client presentations, final art production, and print management of all communication pieces. Projects included corporate identity, logos, identity systems, style guides, brochures, sales sheets, web pages, trade show banners, and more

### **FranklinCovey, Time Management Training for Organizations and Individuals, West Valley City, UT**

**September 1998 to August 2003**

**Design Manager:** Managed a creative team of designers, copywriters, and production personnel

- Supported retail consumer products and training divisions based on the 7 Habits of Highly Effective People.
- Art direction and design of internal design team pieces and out-sourced projects
- Ensured that projects followed strategic objectives, company branding, and identity guidelines
- Oversaw production and printing by reviewing printer proofs and press checks
- Projects included all forms of marketing collateral, direct mail, retail packaging, signage, point of purchase display, trade show booth, banners, training manuals, print and web advertising, and more

### **O.C. Tanner Company, Global Recognition and Rewards Company, Salt Lake City, UT**

**April 1989 to September 1998**

**Design Supervisor:** Marketing and communications department

- Worked on million dollar accounts for Fortune 500 companies such as General Electric, Saturn, Citibank and many others
- Collaborated and supported regional sales reps, project managers, copywriters, and production team
- Conceptualized meaningful recognition award collateral that combined clients' mission and values with recognition/years of service
- Projects include: award brochures, websites, packaging, presentation boxes, posters, cards, email blasts, and more
- Designed for offset printing, on-demand printing, and the web
- Used color and typography in keeping with customer branding objectives
- Art directed in-house photo shoots
- Involved in customer presentations and communication with customers marketing departments
- Worked with outside paper reps, printers, and others