



KIM KOELLING

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772.285.3038

NASHVILLE, TN 37206

I work proficiently between print and digital media and constantly search out new techniques, skills, and programs to help deliver the best possible product. With a foundation in pre-press design, I have an eye for detail, a desire for both quality and efficiency—and a crazy love for organized files.

EDUCATION

THE UNIVERSITY OF KANSAS

Bachelor's, Graphic Design

August 2006-May 2010

Lawrence, Kansas

:: Graduated with Distinction

FACHHOCHSCHULE TRIER

KU Study Abroad

March 2009-July 2009

Trier, Germany

TECHNICAL SKILLS

Illustrator

Photoshop

InDesign

Animate

Google Web Designer, Basic HTML/CSS, Hubspot, Wordpress, XML, iMovie, Font Design, MS Office, Keynote, Task Managers, Mac/PC Operation, Linocut, Letterpress, Vinyl Routing, French

DESIGN EXPERIENCE

PALMER AD AGENCY, Art Director

October 2015-September 2017

San Francisco, California

:: Collaborated with CD/Copywriter to concept strategic creative campaigns. Designed and developed for multiple media, including traditional, digital experiential and brand identity. Managed multiple projects with minimal supervision, maintained quality of design and ensured brand consistency under pressure of approaching deadlines. Sold ideas and impactful designs internally and to clients. Provided clear direction to Production designer.

SEARCH INFLUENCE, Graphic Designer

January 2015-August 2015

New Orleans, Louisiana

:: Worked closely with Account Managers, Content Creators and the Development Department on client deliverables. Designed for multiple platforms including infographics, landing pages, pay-per-click advertisements, social media pages, blog design and mobile-responsive web design. Collaborated interdepartmentally to create two custom dashboard interfaces. Streamlined several Graphics department processes through problem solving, templatizing and staying on top of industry standards. Managed all digital assets.

PETER MAYER ADVERTISING, Associate Studio Designer

September 2013-October 2014

New Orleans, Louisiana

:: Collaborated with Art Directors and Copywriters to create print and digital ads—direct mail, indirect mail, FSI, online flash display banners and email for desktop and mobile. Was responsible for resizing, fixing, updating, and preflighting designs to be delivered to vendors. Helped with photo retouching & image manipulation.

AMERICAN BAR ASSOCIATION, Graphic Designer,

Chicago, Illinois, 2011

ACME GLOBAL INDUSTRIES, T-shirt Designer,

Lawrence, Kansas, 2010

OTHER EXPERIENCE

US PEACE CORPS, IT-Education Volunteer

June 2011-July 2013

Bandenkop, Cameroon, West Africa

:: Rebranded and designed marketing materials for a women's co-op specializing in the fabrication of shea butter. Taught and improved computer literacy for over 350 students. Facilitated the distribution of books, opened 3 village libraries and gave library management courses to select members of each administration.