

KIM LOFTIS

ASSOCIATE CREATIVE DIRECTOR

CONTACT

kimkloftis@gmail.com
kimkloftis.com
772-285-3038
Nashville, TN

EDUCATION

University of Kansas

Bachelor's Degree,
Visual Communication
Lawrence, Kansas
Graduated with distinction

Fachhochschule Trier

Type Design Program,
Trier, Germany

US Peace Corps

Computer Science/English
Teacher Volunteer
Bandenkop, Cameroon

SKILLS

Creative Direction
Art Direction
People Management
Stakeholder Presentation
Adobe Creative Cloud
MS Office
UI/UX Prototyping Tools
Campaign Design
Brand Identity
Web Design
Parenting
Cooking
French Language
Property Management

EXPERIENCE

Associate Creative Director

Revive Agency, Nashville, TN
February 2018 - Present

Worked closely with Strategy and Copywriters to create marketing campaigns for numerous hospitals and nationwide health systems from general brand awareness to specific service line campaigns to new hospital openings. Campaign assets include print, digital, TV, radio, web design and experiential engagement. Developed and oversaw brand identity for Signify Health, ArchWell Health and Gilette Children's Hospital. Established best practices and procedures while managing the production department, as well as other designers and art directors, and worked effectively with freelance creatives. Clients include Johnson & Johnson Nursing, VCU Massey Cancer Center, VCU Health, UC Davis Health, University Health, Robert Wood Johnson Foundation, and more.

Art Director

Palmer Ad Agency, San Francisco, CA
October 2015 - September 2017

Collaborated with Creative Director/Copywriter to concept strategic creative campaigns. Designed for multiple media, including traditional (print, outdoor, video, collateral, direct mail), digital (websites, landing pages, digital banners, eBlasts, social media), and experiential (trade shows, point of sale). Developed brand identities, infographics, and presentations. Managed multiple projects with minimal supervision and maintained quality of design under pressure of approaching deadlines. Sold ideas and impactful designs internally and to clients. Provided clear direction to Production designer and helped with QA process and proofing to maintain quality and brand consistency.

Graphic Designer

Search Influence, New Orleans, LA
January 2015 - August 2015

Designed infographics, landing pages, pay-per-click advertisements, social media profiles, blog design and mobile-responsive web design. Collaborated interdepartmentally to create a custom dashboard interface, as well as a separate client-facing dashboard to manage data and track the success of online advertising. Streamlined several Graphics department processes through problem solving, templating and staying on top of industry standards. Managed all digital assets.

Associate Studio Designer

Peter Mayer, New Orleans, LA
September 2013 - October 2014

Collaborated with Art directors and Copywriters to version print and digital ads—direct mail, indirect mail, online flash display banners and email for desktop and mobile for CenturyLink. Was responsible for resizing, fixing, updating, and preflighting designs to be delivered to vendors. Helped with photo retouching & image manipulation. Contributed to design workflow and asset efficiency within a Production Studio.