

kimdavis

qualifications:

Project Management:

Client Relationships
Presentations
Proposal Writing/Estimating
Vendor Contact

Production Scheduling
Proofreading
Photo Shoots
Press Checks

Design Skills:

Logo and Identity Design
Packaging Design
Electronic/Traditional Illustration
Copy/Tagline Concepting

Page/Brochure Layout
Collateral Program Design
Standards Manual Design
Website Design

Computer Skills:

Adobe InDesign
Adobe Illustrator
Adobe Photoshop
Adobe Acrobat

Microsoft Excel
Microsoft PowerPoint
Microsoft Word
HTML

work experience:

March 2008 - Present

DAYMON WORLDWIDE DESIGN, Stamford, CT

Design Manager

Located at the Harris Teeter headquarters, I work with both an onsite team and the design team in Connecticut. Since this is a new position for this account, I have had the opportunity to develop the objectives of the role. My primary focus is facilitating the packaging design process for all of Harris Teeter's private label brands.

Feb. 1999 - March 2008

ADDISON WHITNEY, Charlotte, NC

Junior Art Director / Art Director / Director of Visual Branding

Responsible for all project scoping and presentations, design, scheduling, client interaction and overall project management. Projects involved a wide variety of corporate and product level branding initiatives including logo, stationery, collateral, packaging, identity standards, advertising and website. Managed two designers.

Sept. 1999 - Present

KimDavis Designs, Charlotte, NC area

Freelance Art Director

I specialize in working with small businesses because, despite their size, branding and marketing are still major factors in the success of their company. The scope of my freelance experience includes identity, collateral, advertising and package design.

Dec. 1994 - Jan. 1999

Linger & Larkin Creative Concept and Design, Verona, NJ

Freelance Graphic Designer / Junior Art Director / Art Director

Projects ranged from a complete collateral program that included full color advertising and trade show graphics to conference invitations and materials that were designed as a call-to-action for the participants. Initiated several process and quality control improvements.

education:

Graduated Cum Laude Bachelor of Fine Arts in December 1994,
Trenton State College, NJ (Currently known as The College of New Jersey)
Major: Graphic Design with a Computer Specialization GPA: 3.5

honors:

Published in "Graphic Design USA," 2007 American Inhouse Design Awards
Published in "American Corporate Identity" volumes 2000 - 2009
Published in "Creativity" volumes 31 - 35
Published in "Big Book of New Design Ideas"
Published in "LogoLounge 2"
Quoted in "The Business of Design" written by Joe DeSetto