

# Kimberly Melton

Multimedia Designer



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## Top Employers

**2018 - Present**

### Advanced Skin Care- Marietta, GA

Sr. Interactive Designer (Remote)

- Create graphics based on strict brand standards and guide lines for print and web
- Design and produce compelling graphics and illustrations, including conceptualizing complex ideas into clear visual layouts
- Update social media platforms with engaging content
- Perform webmaster tasks on the website
- Create email campaigns to drive traffic to the site
- Coordinate production efforts, including scoping work, creating estimates, creating production plans, and tracking costs
- Ensure the latest design technologies, capabilities and trends in all deliverables

**2013 - 2018**

### BI Incorporated (A GEO Company) - Boulder, CO

Webmaster and Interactive Designer

- Designed and implemented UIs, graphics, animations, video editing, and motion graphics
- Developed and maintained programing for web pages and web applications
- Interpreted SEO metrics and created email campaigns based off the data collected
- Took on print design and created power point decks, collateral material, and internal and external sales material

**2009 - 2012**

### Neumuth Advertising - Fairbanks, AK

Web Manager & Designer

- Created wireframes that were easily converted into intuitive and creative UIs
- Provided thorough CMS training to clients
- Kept abreast of new and upcoming web and design technologies to ensure the best quality design and technology to clients
- Collaborated with executive and marketing teams to create comprehensive web packages

**2004 - 2007**

### HowStuffWorks/ Discovery.com - Atlanta, GA

Print and Interactive Designer

- Created and implemented web graphics, animations, and UIs for multiple channels
- Managed art team schedule and coordinated interdepartmental communication
- Onboarded new designers
- Initiated and engaged in social media marketing effort

## Skills



## Education

**Art Institute of Atlanta**

Graduated in 2006

BA in Graphic Design