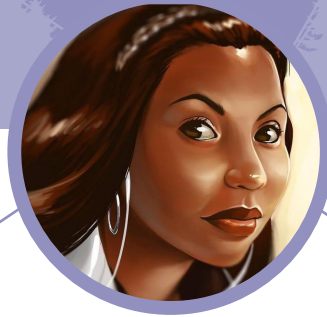


# Kimberly Melton

Multimedia Designer



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Denver, CO

www.kimberly-designs.com



## Top Employers

### 2021 - Present

#### Nelson & CO. LLC - Sugar Land, TX

Interactive Designer (Remote)

- Ensure brand consistency while offering a fresh approach to design, art-work, digital and print output
- Work closely with clients and project management teams to understand and serve client business needs
- Contribute to the evolution of our current brand portfolio while assisting in future brand development
- Manage multiple projects at once while meeting all deadlines
- Coordinate production efforts, including scoping work, creating estimates, creating production plans, and tracking costs
- Keep up to date with trends across culture, design, technology, e-commerce, social media, graphic design, photography and video

### 2018 - 2022

#### Advanced Skin Care- Marietta, GA

Sr. Interactive Designer (Remote & Freelance)

- 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

### 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 programming 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

### 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