# Kimberly Melton

Print and Web Designer

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# Top Employers

#### 2021 - 2023

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

Sr. Graphic Designer (Remote & Contractor)

- Ensure brand consistency while offering a fresh approach to design, artwork, 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. Graphic Designer (Remote and Contractor)

- 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

#### UI, UX, and Graphic 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

#### 2004 - 2008

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

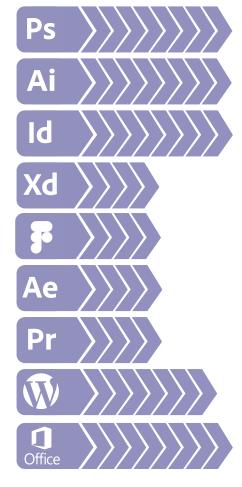
#### UI, UX, and Graphic Designer

- 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 efforts

# **Examples of Projects**

- Brochures
  Banners
  White
  Papers
  Postcards
- Business Cards Logos
- PowerPoint Presentations
- Email Campaigns
  Project
  Management
  Front
  End
  Web Design
  UI Design
- UX Research Social Media Graphics • 2-D Animation
- Video Editing

## Skills



# Education

**Art Institute of Atlanta** Graduated in 2006 BA in Graphic Design