

# Kimberly Melton

Print and Web Designer



ksmdesigns16@gmail.com  
Denver, CO

www.kimberly-designs.com



## 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, 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. 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 • Flyers • 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

Ps

Ai

Id

Xd

F

Ae

Pr

W

Office

## Education

**Art Institute of Atlanta**

Graduated in 2006

BA in Graphic Design