

# KIMBERLY TOMLINSON

ART DIRECTION • INTERACTIVE DESIGN • AND SOME OTHER STUFF

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## TECHNICAL EXPERIENCE

Design Skill Set:

Photoshop, Illustrator,  
InDesign, PageMaker,  
QuarkXPress, PowerPoint

Web Skill Set:

ImageReady, DreamWeaver,  
BBEdit, (also hand code);  
knowledge of Flash,  
Fireworks and GoLive

Languages:

Proficient on mac and pc  
platforms. I'm a pc girl at  
heart, but shh, don't tell!

## EDUCATION

Keene State College, Keene, NH  
1997 B.F.A. in Graphic Design

## AWARDS

2008 Web Marketing Award  
Online Publishers Asso. Website  
online-publishers.org

2008 Interactive Media Award  
A&E Paranormal State Website  
actv.com/paranormal-state

2007 Web Award  
About.com Media Kit  
aboutmediakit.com

2007 Summit Award  
TIME Media Kit  
timemediakit.com

WORLD ARCHIPELAGO, NY - 6/2007 to PRESENT

(NOTE: RECENTLY MERGED WITH 1919 INC.)

### ART DIRECTOR

- Define and lead creative process and responsible for driving innovative design solutions from conception to completion that strategically translate and support the direction of a client's business, brand, service or product for the New York division of international interactive agency.
- Design projects include full websites, user-generated content microsites, location-based mapping, and viral marketing initiatives including games, sweepstakes, interactive polls, and video timelines.
- Facilitate client creative meetings and manage expectations with clients and project managers to staff resources with pertinent skill sets and experiences. Establish deadlines, manage information architecture, wireframes, storyboards, design rounds, client feedback and style guides.
- Diligently monitor project pricing, expenditures, team utilization and staffing of Designers, Information Architects, Programmers, and Animators to ensure creative concepts are aligned with strategy, technical specifications, and ensure action-oriented UI design with best usability practices.
- Hire, mentor and advise 5 person creative team to fulfill their full potential including creating opportunities for team development, exposing individuals to senior level challenges, decisions and meetings and expanding individual careers through reviews, assignments, compensation adjustments and career track.
- Participate in new business pitches to win new, and extend existing client relationships.

H2O ASSOCIATES, NEW YORK, NY - 11/2004 to 6/2007

### NEW MEDIA DIRECTOR

- Responsible for all new media initiatives including design and programming of full websites, email campaigns, online advertising, information architecture, wireframes, interactive presentations, information graphics and print communications as part of client brand strategy.
- Worked closely with clients and in-house Producers to oversee and execute projects.
- Hired and managed design team and freelance talent; worked closely with junior designers to ensure an aesthetic cohesion between print and new media initiatives.
- Performed on-site presentation trainings for clients including Clinique, Meredith, Newsweek, TIME and WebMD, among others.

VIRGIN ATLANTIC AIRWAYS, NORWALK, CT - 5/2002 to 11/2004

### CREATIVE SERVICES ADMINISTRATOR

- Designed and managed the production (including evaluation of blueprints and on-site press checks) of all Virgin Atlantic collateral including vouchers, ad promotions, sales materials, trade communications, airport signage, clubhouse displays, and event signage.
- Developed and produced HTML-based email communications for Flying Club members, develop animated banners and html pages for virginatlantic.com and sales micro-sites.
- Served as Creative Services liaison and "brand cop" for all U.S. Corporate headquarters, U.S. airport gateways and oversees location.

DIVINE INC., FAIRFIELD CT, 8/1997 to 11/2001

(NOTE: FORMERLY SAGEMAKER INC.)

### SENIOR DESIGNER 2/2001 to 11/2001

- Supervised four-person production team. Subcontract and manage work to various design firms.
- Responsible for design and development of all print, web and presentation marketing materials.

### WEB DESIGNER 8/1999 to 2/2001

- Designed and programmed corporate website, intranet, animated product demos and online portal.
- Analyzed and determined architecture, navigation, and page templates for all interactive projects.

### DESIGNER 8/1997 to 8/1999

- Designed sales materials, software packaging, trade show graphics and direct mail pieces.
- Created corporate identity standards including typography, logo placement, color palette, and presentation of collateral system.

PUNCH YOU IN THE EYE, NY, 8/1997 to PRESENT

### FREELANCE BUSINESS

Founder and president of full-service interactive and print design firm.