

Kim Whitaker

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kpwhitdesign.com

Professional Summary

Creative Lead with extensive experience leading brand campaigns, and design systems across print, digital, motion, and experiential platforms. Proven ability to guide multidisciplinary teams, partner with stakeholders, and deliver concept-driven work that balances strategy, craft, and production realities.

Core Strengths

- Creative Direction & Brand Strategy
- Team Leadership & Mentorship
- Campaign Concepting & Art Direction
- Cross-functional Collaboration (Writers, Developers, Production)
- Print, Digital, Package, Motion & Experiential Design
- Vendor, Budget & Production Oversight

Professional Experience

Freelance Creative Designer / Illustrator

Jan 2020 - Present | Duluth, GA.

- Lead brand identity, illustration, graphic design, animation, packaging, and multimedia projects for healthcare, B2B and B2C clients.
- Serve as creative lead from concept through production, managing vendors, and installation teams.
- Deliver cohesive visual systems across multiple touchpoints while adapting to evolving client needs.

Clients include Children's Healthcare of Atlanta, Emory Healthcare, UPS, Woo Skincare & Cosmetics, and CG Coral Isle Group (Bermuda).

Associate Creative Director

Crabb Radermacher | Feb 2016 - Dec 2019 | Atlanta, GA

- Led creative development and print production for integrated campaigns and brand initiatives.
- Managed production staff and interns while collaborating closely with writers, photographers, and web developers.
- Directed photoshoots, crafted estimates, and ensured creative quality across timelines and budgets.

Clients include UPS, AGCO, and Delta TechOps.

Senior Art Director

Sparks Grove | Jul 2013 - Feb 2016 | Atlanta, GA

- Led a team of four designers while overseeing print and digital production projects.
- Art-directed web developers and junior designers, ensuring brand consistency across channels.
- Collaborated with writers to develop advertising campaigns and branded content.

Clients include SunTrust Bank, Children's Museum of Atlanta, and Bank of America.

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Senior Art Director

Scout Marketing | Oct 2011 - Jul 2013 | Atlanta, GA

- Led creative execution for consumer packaged goods and pharmaceutical clients.
- Developed advertising, collateral, and digital assets within regulated and fast-moving environments.

Clients include SeaPak, FarmRich, and Delta Credit Union.

Earlier Experience

Senior Graphic Designer / Lead Designer

T.G. Madison Advertising, Blink Multimedia Design, Advantage Advertising (Atlanta & Bermuda)

- Designed corporate identities, packaging, advertising, and marketing collateral.
- Led and supported production teams to maintain brand integrity across deliverables.

Clients include MetLife, Kimberly-Clark, Spanx, Zoo Atlanta, American Cancer Society, and Bermuda Tourism.

Tools & Technologies

Adobe Creative Cloud

InDesign, Illustrator, Photoshop
After Effects, Premiere Pro
Firefly

Education

Bachelor Of Fine Arts

Atlanta College Of Art | 1995