

KIM P. WHITAKER

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kpwhitdesign.com

EXPERIENCE

Freelancer, Jan 2020 - Present, Duluth, GA.

- Responsible for brand identity design, illustrating, graphic design, art direction, animation, package and multimedia design.
 - Manage outdoor installation projects as well as print production.
- Clients include: Children's Healthcare of Atlanta, Emory Healthcare, Woo Skincare & Cosmetics, Colonial Insurance (Bermuda), and UPS.

Associate Creative Director, Feb 2016 - Dec 2019, Crabb Radermacher, Atlanta, GA.

- Managed the production staff and interns while overseeing print production projects.
 - Created estimates, art-directed photoshoots, web developers and designers.
 - Concepted with writers on ad campaigns and print collateral.
 - Designed print collateral, ad design, corporate ID, and video animation.
- Clients include: UPS, AGCO, and Delta TechOps.

Sr. Art Director, Jul 2013 - Feb 2016, Sparks Grove, Atlanta, GA.

- Led a team of four designers, overseeing print production projects and creating estimates.
 - Art-directed web developers and junior designers.
 - Collaborated with writers on advertising campaigns and print materials.
 - Designed various branding and online assets for both B2B and B2C clients.
- Clients include SunTrust Bank, Children's Museum of Atlanta and Bank of America.

Sr. Art Director, Oct 2011 - Jul 2013, Scout Marketing, Atlanta, GA.

- Handled a diverse range of design projects, including collateral and online pieces for consumer package goods clients, and advertising materials for pharmaceutical clients.
- Clients include SeaPak, FarmRich, and Delta Credit Union.

Sr. Graphic Designer, October 03 - June 2010, T.G. Madison Advertising, Atlanta, GA.

- Designed corporate identities, package design, ads, and other printed collateral materials.
 - Overseeing the production team to ensure the client's brand is consistent.
- Clients include the Alzheimer's Association, American Cancer Society, and Zoo Atlanta.

Graphic Designer, Feb 03 - September 03, Advantage Advertising, Bermuda.

- Responsible for concepting and designing print collateral, ads and corporate ID.
 - Continuously re-invented ad concepts to promote a growing market.
- Clients include Bermuda Electric Company and Bermuda Tourism.

Sr. Designer, April 01 - Nov 02, T.G. Madison Advertising, Atlanta, GA.

- Created logos and simplified package designed for product brand extension.
- Clients include MetLife, AmericasMart Atlanta, The Dian Fossey Gorilla Fund, and Spanx.

Lead Graphic Designer, April 99 - Feb 01, Blink Multimedia Design, Atlanta, GA.

- Responsible for web design, print collateral, and corporate ID.
- Clients include Aid Atlanta, Frosty Acres, Wools of New Zealand, and Avalon Carpets.

Graphic Designer, June 95 - April 99, T.G. Madison Advertising, Atlanta, GA.

- Responsible for print collateral, ad design, corporate ID, and package design.
- Clients included MetLife, First Liberty Bank, Kimberly-Clark, and Lithonia Lighting.

SKILLS

Adobe InDesign
Adobe Illustrator
Adobe Photoshop
After Effects
Premiere Pro

EDUCATION

Bachelor Of Fine Arts
1995, Atlanta College Of Art