

Kimberly L. Rawlings

5093 Montville Trails Drive • Medina, Ohio 44256

EXPERIENCE

FREELANCE DESIGNER (2005 - present)

Design & creation of sales proposals, client web advertisements, Flash animations, creative consulting, branding & corporate identity, design & production for sponsor promotions (web & print), web design and graphics, promotional design and production, budgetary marketing solutions, design/create powerful sales proposals, web banners & promotional graphics, and MUCH MORE.

PORTFOLIO: Northern Lights Pizza, Hicklin Garage Doors, Service Legends, Miss Kittys, Cutty's, Fitness World West, Ridnour Construction, Cook Plumbing, Bambino's, Victoria's Creations, Ankeny Vision Center, Fort Des Moines Dental, Maintenance & Construction Services, Earth Renovators, Accurate Auto Techs, CAI & CIRT!

ONLINE PORTFOLIO: <http://www.coroflot.com/KimRawlings>

GRAPHIC DESIGNER - Dex Media, West Des Moines, Iowa (1996 - 2011)

Collaborates with sales/sales managers, clients, design firms and vendors (one-on-one, via phone or Virtual Artroom) to translate marketing objectives into effective advertising products for the 2nd largest Yellow and White Page Directory Publisher in the nation.

Research and compile all required information, photos and artwork to develop original and high-lever, custom-designed, print and online spec layouts for sales' presentations.

Deliver strong organizational and communication skills to expedite and successfully manage multiple project assignments within tight production deadlines.

Initiate and build strong key business partnerships with all levels of clients, sales, management and vendors.

Develop original design advertising solutions from concept to final product, including: pre-press production, strong corporate branding, photo direction, digital imaging, color correction, photo compositing and ad conversion.

Resolve pre-press quality issues to ensure adherence to established product standards and guidelines.

Cooperatively work with Local and National Sales Teams of 40+ to secure key clients, build strong customer loyalty and provide exceptional mentoring and graphics support internally and externally.

Demonstrate great adaptability as a team player to meet day-to-day challenges in any market and quickly assimilate new concepts.

Winning Ad Design Awards - Recognized with highest awards among peers for demonstrating the highest level of quality ad design.

SALES ASSISTANT/DESIGNER - WHOTV-HD Channel 13, Des Moines, Iowa (2007 - 2009)

Design and creation of sales proposals, client web advertisements, Flash animation, creative for sponsorship promotions, reporting directly to General/National Sales Manager, Local Sales Manager, Web Director, Marketing Director and Sales Team. Bookkeeping, budget reports, accounts receivables, payroll, expenses, and more. Streamlined production and operational procedures to accommodate balancing budgetary issues.

TECHNICAL SKILLS & AWARDS

GRAPHIC DESIGN

Digital pre-press and print production, layout, design and illustrations (in variety of media)
Computer graphic design, layouts and illustrations, presentations - Corporate identity and business collateral packages
Software experience - Illustrator, InDesign, QuarkXPress, Photoshop, Excel, Word, Dex Graphics, Microsoft Office, Flash, Fireworks, Dreamweaver, Powerpoint, CSS Suites Mac & PC Platforms.

ART INSTRUCTION

WDM Continuing Education - Beginning Drawing Class - Prepared and instructed drawing class (all ages)
"Art for Elders" Class, Luther Park - Prepared and instructed a weekly drawing class to influence physical and mental abilities.
Computer Graphic Tutor, Grand View College - Mediated and motivated students in computer graphics training.

AWARDS

Best Incolumn/Logo Design/Best Color Ad Design (Overall)/Best Color Ad Design (Director Pick) (2010) Dex One
Best Award - Black & White Category (2002) US WEST/Dex, The Wedding Shoppe
Best Ad Award - Black and White Category (2001) US WEST Direct, Keepers Music
Grand View College Christmas Card (1991) chosen by Dr. Arthur E. Poutinen, President of Grand View College
Superintendent Award for Arts (2 years), Christmas Card Designs

EDUCATION

B.A. Commercial Art. Grand View College, Des Moines, Iowa
Major with Emphasis in Art Education (K-12). Grand View College, Des Moines, Iowa

Email: kimrawlings911@gmail.com

(515) 229-3146

I am a Graphic
Designer with
over 15+ years
experience
looking for a
business that
complements a
fresh, modern,
energetic,
detail-deadline
oriented and
self-motivated
designer
with strong
communication
and design skills.

References available
on request.