

kimberlyroberts

ADDRESS: 9809 Kilgore Road • Orlando • Florida • 32836 | CELL: 407-256-0927 | E-MAIL: KimberlySRobertsGD@gmail.com

PROFILE

Enthusiastic designer with experience in web as well as print.

Effective and positive team player known for contributing effective creative solutions as well as technical ability. Able to give and embrace constructive criticism while working in a team environment towards a common goal.

Effective listener/communicator and fast diligent learner.

Detail oriented designer that embraces good design theory and ethics in order to maximize the effectiveness of a final product.

Productive worker under pressure and highly motivated.

EDUCATION

Bachelor of Science in Graphic Design

Florida Southern College, Lakeland, FL, 33801
Graduated May, 02

TECHNICAL SKILLS

Adobe Photoshop
Adobe Illustrator
Adobe In-Design

Adobe Dreamweaver
CSS
PHP (novice)

TextMate
CMS (intermediate)
xhtml

Microsoft Office
Microsoft Word
Microsoft Excel

Fluent in all key design software on either Mac or PC platforms.

EXPERIENCE

Graphic Designer/ Freelance at Kimberly Roberts Design

March 2007 - Present

- Design studio specializing in brand, print, publishing and website design.

Graphic Designer at W. Ryals & Co, Inc. dba Belleza Boutique

August 2005 - February 2010

- Primary designer for Belleza Boutique's print needs including stationery and business collateral (brochure design, postcards, posters, magazine advertisement and in-store displays) from concept through production.
- Prepared artwork and computer files accurately for appropriate manufacturing process in accordance to vendor applications.
- Responsible for the work out on display points and floor layout.
- Responsibilities also include market research and design proposal for the new season.
- Primary website designer and web developer for BellezaBoutique.com an e-commerce website to complement the physical boutique offering over 1,500 products.
- Produced high quality product photography for e-commerce application.
- Increased customer loyalty and online sales by 30% with a custom designed e-mail marketing newsletter. Maintained biweekly content.

Magazine Layout Artist at Orientation Magazine

January 2002 - Present

- Created magazine layout and design using Illustrator.
- Advanced Photoshop retouching and compositing.

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EXPERIENCE

BSC Associate / Denim Expert at Express - Limited Brands

September 2003 - August 2006

- Assisted customers with their purchases.
- One of the top sales representatives in the Millenia Mall store and was asked to be a Denim Expert for the 2004 Back to School season.

Florida Southern College Teaching Assistant

First and Second Semester 2003

- Aided graphic design students in understanding and executing concepts being taught.

Wardrobe Attendant at Universal Orlando

June 1999 - 2000

- Developed organizational skills working at Universal Studios.

Graphic Designer at Design Quest, Winter Park, FL

October 1998 - 1999

- Assisted the senior designer with the fabrication of large format signs and displays for Epcot's Food and Wine Festival.
- Ensured printer is maintained at company standard by completing daily maintenance.

ONLINE PORTFOLIO

<http://www.kimberlyrobertsdesign.com/portfolio>

REFERENCES

Available upon request.