

KIMBERLY FRED

CREATIVE DIRECTOR



PROFESSIONAL PROFILE

- Creative Director with experience in the management of the complete design process, from conceptualization to delivery, across the entire creative team
- Combines good business acumen with first rate design skills to provide highly effective materials with measurable corporate impact
- Ability to multitask and manage multiple projects in fast-paced, diverse and time sensitive environments
- Entrepreneurial, innovative, and detail-oriented individual
- Quick learner, self motivated, self starter, and able to perform quality work in high stress situations while meeting deadlines with accuracy
- Strong leader, quick problem solver and collaborative team member, bringing a positive attitude for working well in a team environment



PROFESSIONAL EXPERIENCE

IBOTTA / MAY 2016-PRESENT

Art Director

Manger / Designer of digital & print assets for the top-rated mobile shopping app that has paid users over \$420 Million in cash back

- **Personnel Management:** Manage the entire Creative Team and help develop employees to expand their skillset. Enable them to grow as professionals and creatives. Empower them to lead projects of increasing size with guidance
- **Brand Identity:** Lead Ibotta's brand repositioning; Manage the Ibotta brand identity and communication with both internal and external audiences, across all channels. Partner with Account Management to produce support for in-app feature placements while adhering to national brands' visual guidelines
- **Project Management:** Manage the development of design deliverables that function both on-brand and on-strategy. Lead all creative initiatives across all marketing channels. Accountable for brand consistency across campaigns, assets, websites, emails and other marketing programs
- **Digital/Print/Motion Graphics Design:** Responsible for designing sales & marketing materials for B2B & B2C including campaign creations, animated banner ads, print advertisements, social media advertisements, video advertisements, infographics, email design & development, product design, internal corporate initiatives, from concept through completion



CONTACT

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EXPERTISE

Graphic Design (Print & Web)
Brand Identity
Marketing
Conceptualization / Development
Project Management
Photography & Video
Email Design & Development
HTML5 / CSS3
Typography



TECH SKILLS

Photoshop	<div style="width: 100%;"></div>
Illustrator	<div style="width: 100%;"></div>
InDesign	<div style="width: 100%;"></div>
Litmus	<div style="width: 100%;"></div>
AfterEffects	<div style="width: 100%;"></div>
Sketch	<div style="width: 100%;"></div>
inVision	<div style="width: 100%;"></div>



PROFESSIONAL EXPERIENCE CONTINUED

INSURANCEQUOTES / AUGUST 2012-APRIL 2016

Interactive Graphic Designer

Designer of digital and print assets across 5 major brands for a \$200MM insurance lead generation company

- **Digital and Print Design:** Responsible for designing sales and marketing materials for B2B and B2C departments including complete campaigns, emails, landing pages, brochures, flyers, animated banner ads, print advertisements, PowerPoint presentations, tradeshow banners, booths and signage, and internal corporate initiatives from concept through completion
- **Project Management:** Manage the development of design deliverables that elevate, differentiate, and function both on-brand and on-strategy. Accountable for brand consistency across campaigns, assets, websites, emails and other marketing programs
- **Development:** Deliver and code production-ready graphics, HTML, and CSS for all marketing assets
- **Brand Identity:** Follow visual brand guidelines, art direction, and collaborate with other designers. Assisted as a "Brand Expert" during a company-wide re-brand involving digital, print, and structural projects

FORUM COMMUNICATIONS / APRIL 2015-SEPTEMBER 2016

Freelance Graphic Designer

Creative design for small businesses, fundraising campaigns, nonprofits and startups

- **Graphic Design:** Craft effective, creative designs to promote and raise brand awareness for clients
- **Brand Identity:** Lead creative concept for branding and rebranding initiatives for clients and their businesses
- **Digital and Print Design:** Design promotional content for an array of marketing resources, both print and digital including web and social media

HONEY JAR PHOTOGRAPHY / AUGUST 2011-2012

Co-founder / Graphic Designer / Photographer

- **Partnership/Entrepreneur:** Start-up creative business with two other partners/photographers/designers in the greater St. Louis area
- **Brand Identity:** Logo and website design, market research and creation of marketing publications
- **Photographer:** One of three photographers providing innovative, creative and unique photography as well as photo editing



EDUCATION

Bachelors Degree in Digital Media with emphasis in Graphic Arts, Minor in Business

GREENVILLE COLLEGE
GREENVILLE, IL
2008-2012

GPA: 3.98

Awards: Outstanding Digital Media Creator Award, 3 time Student Addy Silver Medalist and National Finalist



STRENGTHS

Top four strengths identified by Gallup Organization's StrengthsFinder are:

- ACHIEVER
- ADAPTABILITY
- HARMONY
- COMMUNICATOR



PORTFOLIO

Please find samples of my work at www.kimberlyfred.com

For additional experience and internships, please visit [linkedin.com/in/kimberlyfred](https://www.linkedin.com/in/kimberlyfred)