

KIM CALDERONE

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EXPERIENCE

FOSSIL GROUP, INC

Graphic Designer | *December 2013 - Present*

- ▶ Designs and executes creative assets for our 15 watch brands; assets include catalogs, brochures, billboards, booklets, posters, invitations, and magazines, as well as digital media such as eblasts and web marketing.
- ▶ Provides creative direction and support for marketing campaigns, advertisements, and special events in the U.S., Canada, Latin America and the Caribbean.
- ▶ Increased project turnover by developing new processes, including art request form templates, best practices guides, and a digital repository of exemplary work, which were all eventually adopted by our main corporate office.

FREELANCE

Graphic Designer | *August 2012 - Present*

- ▶ Designs postcards, brochures, logos, and websites while communicating with clients to create projects from concept to completion. Clients include Blue Gill Restaurant, The Firefly Group, Home Study Experts, and Horizon Behavioral Center.
- ▶ Leads in the design, development, and implementation of the graphic, layout, and production materials.

EVENT COMMERCIALS

Marketing Assistant | *July 2013 - December 2013*

- ▶ Increased company awareness with potential clients as the presentation designer, blog editor, and manager of company's social media profiles.

UNIVERSITY PRESS OF FLORIDA

Art Coordinator | *January 2011 - July 2013*

- ▶ Primary director of artwork; responsible for editing images, designing book covers, typesetting text, and preparing book files for print.
- ▶ Streamlined the efficiency of processing images by adopting an assembly line work process for preliminary editing and by developing many different automated actions in Photoshop for custom batches.

EDUCATION

UNIVERSITY OF FLORIDA

BACHELOR OF FINE ARTS | *2013*

- ▶ Major: Digital Media
- ▶ Specialization: Graphic Design

ABOUT ME

I am an ambitious worker, a perfectionist, and a sponge for creative ideas and inspiration. I am perpetually learning, optimizing, and smiling. In my free time, you can find me painting, hiking, or doing yoga.

Programs

Photoshop
Illustrator
InDesign
Bridge
Dreamweaver
Final Cut Pro
After Effects
Lightroom

Professional Skills

Design
Typography
Illustration
Photography
Photo Editing

Personal Skills

Hand Drawing
Problem-solving
Interpersonal Ability
Positive Energy
Copy-writing