KIM CALDERONE

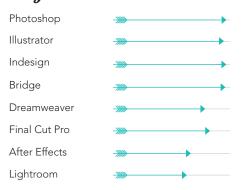
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- ▶ www.kimcalderone.com

Summary

I AM A DIGITAL AND PRINT DESIGNER WITH A PASSION FOR CLEAN DESIGN.

I am a dedicated worker, a perfectionist, and a sponge for creative ideas and inspiration. I love collaborative work and critiques. I enjoy learning new ideas, tecniques, and programs, and I adapt to them very easily.

Programs



Professional Skills



Personal Skills



Education

UNIVERSITY OF FLORIDA

BACHELOR OF FINE ARTS 2009 - 2013

- ▶ Major: Digital Media
- ► Coursework: Typography, Visual Dynamics, Digital Imaging, Video Art, Photography

Experience

FOSSIL GROUP, INC

GRAPHIC DESIGNER ASSOCIATE

December 2013 - present

- ▶ Designs & executes creative assets for our 15 watch brands including catalogs, brochures, billboards, booklets, posters, invitations, and magazines, as well as online media such as eblasts and web marketing.
- ▶ Provides creative direction & support for marketing advertisements and campaigns in the U.S., Canada, Latin America, and the Caribbean.
- Implemented processes that increased image turnover & were adopted by other corporate teams.

EVENT COMMERCIALS

MARKETING ASSISTANT

July 2013 - December 2013

- Increases company awareness with potential clients as the presentation designer, blog editor, amanager of company's social media profiles
- Increased Twitter followers by 26% in less than 1 month

UNIVERSITY PRESS OF FLORIDA

ART COORDINATOR & PRODUCTION ASSISTANT 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 20%

AD SOCIETY

MEMBER & GRAPHIC DESIGNER FOR ADWERKS August 2009 - May 2013

Responsible for designing print elements & layout as well as contributing out-of-the-box marketing ideas to promote business for the client