



KIM CALDERONE

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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, techniques, and programs, and I adapt to them very easily.

Programs

Photoshop	➡
Illustrator	➡
Indesign	➡
Bridge	➡
Dreamweaver	➡
Final Cut Pro	➡
After Effects	➡
Lightroom	➡

Professional Skills

Design	➡
Advertising	➡
Photography	➡
Social Media	➡
Digital Marketing	➡

Personal Skills

Hand Drawing	➡
Problem-solving	➡
Interpersonal Ability	➡
Collaboration	➡
Positive Energy	➡
Writing	➡

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; assets include 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 project 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, & manager 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