

KIMBERLY STROTHER

UX/FRONT END WEB DEVELOPER/ART DIRECTOR



CONTACT

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EXPERIENCE

Olille Design, LLC

Madison, WI
May 2001-present

- Principal Designer and owner for web and print
Client list includes: American Girl, Bill Patton Design, Chris Hynes Photography, Design Madison Duluth Trading Company, Eric Ferguson Photography, Lands' End, Magic Cabin Toys, SERRV International, ShuShuDesign LLC, Swiss Colony, UW-Madison, Wisconsin School of Business Winner of HOW Self Promotion Annual 2003, Print Magazine Regional Annual 2003, and Regional Silver and Gold Addy Awards 2003.

Lands' End

Dodgeville, WI
May 2011-July 2016

- Art Director
Designed and managed the layout of catalogs for the European, Women's Plus and Men's divisions
Determined the photography needs of the catalog and requested product and on-figure photography
Attended photo shoots as needed
Delegated work to production team to meet deadlines

UW-Madison Union

Madison, WI
September 2007-December 2008

- Lead Designer
Creative lead for Union Theater and 41 other departments inside the Union and for various external clients such as the School of Music and Humanities
Supervised student graphic designers
Managed and updated union.wisc.edu, wiscard.wisc.edu, newunion.wisc.edu, basecamp.org, WUD, and the Union Theater websites

The Artful Home

Madison, WI
January 2006-June 2007

- Assistant Print Production Manager
Oversaw the production of copy and art support for The Artful Home catalog published 8-10 times a year.

Duluth Trading Company

June 2005 – January 2006

- Web Designer
Conceptualized and implemented creative concepts for homepages and email newsletters

MATC-Madison

January 2002 – May 2002

- Web Design Instructor
Taught basic HTML, image preparation and Dreamweaver to graphic design students pursuing their AA in Applied Arts

American Girl-Mattel

Middleton, WI
November 1998 – May 2001

- Art Director E-Commerce
Created user experience and visual design for the e-commerce site including homepages, splash pages, product pages, buttons, and outbound email campaigns
Supervised the graphic designer who helped to implement the branding for the e-commerce website

EDUCATION

YWEB Career Academy,

Madison, WI

- Intensive 400 hour coding bootcamp for front-end web development in HTML, CSS, Javascript, Git, Bootstrap, and Sketch

University of Michigan, Online

- Independent learning for UX to be completed in the Summer of 2017

University of San Francisco, Online

- Master's Certificate, Internet Marketing and Advanced Social Media

Madison College,

Madison, WI

- Took coursework towards completion of an AA degree in Applied Arts.

Allegheny College,

Meadville, PA

- BA in Art History

SKILLS

HTML

CSS

JAVASCRIPT

SKETCH

PHOTOSHOP

ILLUSTRATOR



INDESIGN

ACROBAT

MICROSOFT SUITE

PROJECT MANAGEMENT

TIME KEEPING

ORGANIZATION

