

Kim Judkins



EDUCATION

Suffolk University

Master of Fine Arts
Graphic Design

University of Connecticut

Bachelor of Arts
Journalism and Communications

SKILLS

Technical

Packaging Design
Typography and Layout
Print Production
Pre-press Production
Digital Design
Print Design
Social Media Design
Adobe Creative Cloud
Indesign
Photoshop
Illustrator
Lightroom
Microsoft Office
Mac and PC Proficient
InVision
Photography
Branding
Marketing
Creative Design Thinking

Other

French Language Fluency
Time Management
Problem Solving
Collaboration

WORK EXPERIENCE

Indeed

September 2019 – April 2020

Graphic Designer & Production Artist (Contract)

- Supported the International Business Operations team on design localization of powerpoint decks, ebooks, and product sheets across 25+ international markets
- Redesigned powerpoint decks, ebooks and product sheets to align older materials with the company's current brand standards
- Simplified and streamlined the process for building and maintaining sales and marketing assets to increase efficiency of localization projects and quarterly information update cycles
- Implemented and file organization use of adobe libraries to build a central asset library for use across multiple teams resulting in a 95% decrease of number of assets to be maintained.

National Instruments

March 2019 – July 2019

Visual Designer (Contract)

- Conceptualized and built print and digital marketing materials, including informational flyers, web and social media assets, and mailers
- Co-created and applies the identity to all aspects of a large-scale, company-wide exposition; projects include trade show booths, meter boards, directional signs, and social media assets
- Created packaging suite for company's digital and physical software products
- Worked directly with the art director to ensure consistency across software brands and generates per-project style guides and manuals for distribution to promote company-wide compliance

Heard Strategy & Storytelling

June 2018 – September 2018

Graphic Designer / Social Media Manager / Content Producer (Contract)

- Developed a consistent brand identity to increase company recognition for industry events and trades shows
- Created and maintained presence on social media platforms to increase company awareness resulting in a 90% increase in followers in the first month
- Consulted with clients about best marketing practices and developed design solutions for multiple concurrent projects
- Oversaw all phases of design from concept through production for digital and print marketing collateral to promote client events and maximize their intended messages and information

Allison Associates

September 2017 – June 2018

Graphic Designer / Production Artist

- Coordinated a daily stream of 7–10 projects and deliverables to meet evolving deadlines and agency needs
- Redesigned and maintained PowerPoint presentations to increase clients' productivity while following brand guidelines and representing individual company values
- Prepared and copy-edited pre-press files to be distributed to all clients and print vendors
- Managed and designed various transition print and marketing materials for financial companies and their subsidiaries

Suffolk University Office of Student Leadership and Involvement

January 2017 – August 2017

Graphic Design Fellow

- Generated marketing materials that increased attendance at university sponsored events
- Redesigned the school leadership program's visual brand to be more dynamic and appealing to students
- Owned the creation of awards and gifts presented to graduating seniors by The Journey Leadership Program to align with visual rebrand
- Partnered with student government, clubs, and organizations to create copy and marketing collateral for their social media platforms to increase enrollment and participation

Clio Designs

June 2016 – December 2016

Graphic Design Intern

- Partnered with social media manager to develop and create marketing content for all social media platforms to improve user experience with the brand and products
- Researched and redesigned packaging for multiple in-house brands and products that are placed in Target, Walmart, and Dollar General stores nationwide
- Owned and organized the redesign of the company website to feature new products and information
- Created a brand style guide that increased design productivity and continuity across all company departments