



KIMBERLY LYNCH

GRAPHIC DESIGNER



KMARIESTUDIO.COM

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I am a Graphic Designer with more than 25 years of professional experience in freelance and corporate design. I specialize in project management, marketing design and creative direction. My portfolio includes projects ranging from advertising to fabric design. I have a passion for using my skills to create eye-catching projects that meet and exceed expectations.

COMPETENCIES

Production Direction	Artistic Direction
Marketing Strategy	Creative Training
Project Management	Brand Design
Team Management	Web Development
Leadership	Copywriting Editing

SOFTWARE | SKILLS

InDesign	Captivate
Illustrator	HTML CSS
Photoshop	Microsoft Office
Premiere	Google Suite

EDUCATION

UNIVERSITY OF OKLAHOMA
MAY 2007
Bachelor's Degrees, Linguistics & Spanish

UNIVERSITY OF OKLAHOMA
MAY 2003
Art Studio Foundations Program

UNIVERSIDAD AUTÓNOMA DE GUADALAJARA
JULY 2005
Intensive Spanish Study Abroad Program

CANADIAN VALLEY TECHNOLOGY CENTER
MAY 1998
Commercial & Graphic Design

ONLINE PORTFOLIO

kmariestudio.com

PROFESSIONAL EXPERIENCE

E-Commerce, Marketing and Design | KMarie Studio

APR 2016 - PRESENT

Owner and designer creating brands and marketing graphics for small businesses, including website development and social media management. Small business marketing development including sales flyers, promotional items, proposals, and packaging. Freelance corporate graphic designer for BERNINA of America and OESD, designing packaging, and marketing materials. Technical writer and pattern developer of sewing and embroidery projects with OESD and BERNINA of America.

Senior Graphic Designer | TBS Factoring

APR 2022 - DEC 2022

Lead the graphics team in production of graphics for internal and external communication, social media, presentations and website use. Identify and develop the creative direction of marketing and advertising goals. Project and workflow management. Oversee brand standards in campaigns. Create template files for production.

Senior Graphic Designer | Oklahoma Embroidery Supply & Design

OCT 2020 - DEC 2021 | MAR 2022 - JUN 2023

Collaborate closely with marketing team, education team, and designers to prepare graphics for packaging, social media, presentations and website use. Project and workflow management. Create training manuals and provide continued training in technique and style. Create template files for production. Image retouching, photo manipulation and create motion graphics. Take product photography for print and web. Design art for embroidery collections.

Large Format Manager | QuikPrint OKC

OCT 2019 - MAY 2020

Oversee the production of the large format department. Review job tickets, ensure all orders are completed on time, and meet customer expectations while maximizing machine efficiency and minimizing waste through efficient use of substrates. Process customer files to produce rigid & rolled products on a large variety of substrates, such as signs, banners, and customer provided materials. Finishing and packaging of products including laminating, mounting, trimming, seaming, and grommeting.

Creative Director | Oklahoma Gazette, Tierra Media Group

FEB 2018 - SEPT 2019

Ensure visual and brand standards are met and oversee production of all Tierra Media Group publications: *Oklahoma Gazette*, *Extract*, and *Chronicle*. Work closely with editorial, advertising, and marketing departments to plan and track flow of current and future projects. Lead and direct the creative team in the production of print publications and marketing materials. Hiring and continued training of creative staff. Create branding and design of new products and marketing programs. Management of house advertising clients to obtain press ready art/build specs for publications.

PREVIOUS PROJECTS AND EXPERIENCE

VIPKID
JAN 2017 - FEB 2018
ESL Instructor
Author | Illustrator

Mama B's Cloth & Design
OCT 2012 - OCT 2014
Brand | Website Development
Fabric | Sewing Pattern Designer

Nuestro Comunidad
OCT 2007 - JAN 2008
Editor
Production Manager

Edmond Ecclectic Homeschoolers
JUL 2014 - JUN 2015
Art Theory I & II Instructor
Yearbook | Journalism Instructor

Highpoint Learning Solutions
OCT 2012 - OCT 2014
Certificate Program Development
Website | Database Designer

The OU Daily
AUG 2003 - MAY 2007
Student Editor
Graphic Designer | Page Layout