

KIM BROWN

Art Director

INFO



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WEBSITE

lightbrownproductions.com



FACEBOOK

/lightbrownproductions



LINKEDIN

/kim-brown-05100b9



BEHANCE

/kimbrown06

SKILLS

INDESIGN



PHOTOSHOP



ILLUSTRATOR



HTML / CSS



WORDPRESS



WORD



ANALYTICS



SKETCH



BALSAMIQ



EDUCATION

Fashion Institute Of Technology

Bachelor of Fine Arts - Illustration

Art Institute of Pittsburgh

Diploma - Web Development

Rutgers

Masters - User Experience Design (2021)

Continuing Professional Development

OMCP Search Marketing Professional

Certificate User Experience Design (UXD)

A result and detail-oriented designer with over 15 years of experience working in the fast-paced, deadline-driven industry of graphic design, marketing, and web development. A proven leader who has successfully mentored teams of designers. Skilled in creating high-impact marketing materials, brand identities, multi-media advertising, desktop publishing, and web design. Currently, in the process of obtaining my Masters in UX design.

CREATIVE SKILLS

Expert in Adobe Creative Cloud

Content Marketing

User Experience Design

AdWords Campaigns

SEO / Analytics

Creative Team Manager

Print / Web / Illustration / UXD

Prototyping & Storyboarding

Brand Creation & Reinvention

Mentor & Develop Staff

EXPERIENCE

FOOTNOTES

ECOMMERCE MANAGER | Millburn, NJ | 2018 – PRESENT

Manage multiple fashion footwear eCommerce websites. Launch new advertising programs while maintaining content and email marketing needs. Hands-on, creative designer. Analyze campaign performance of email, PPC, SEO, & SEM campaigns. Develop content for social media accounts, to reflect current fashion trends.

FALCO DESIGN

ART DIRECTOR | East Brunswick, NJ | 2017 – 2018

Managed a team of designers who developed custom design projects. Implemented creative works that communicated the client's vision, including websites, email blasts, newsletters, forms, postcards, direct mail, advertisements, brochures, catalogs, and reports. Created attention-getting designs for a variety of medium to large size corporations.

VILLANI & DELUCA

WEB MARKETING MANAGER | Point Pleasant, NJ | 2015-2017

Designed several websites and created content on topics, including criminal law, personal injury, and family law. Posted 25-35 blogs per week across multiple sites and maintained social media campaign. Provided daily reports on Google Analytics, Google AdWords, and call tracking to analyze web conversions.

PH SHORE REALTY

ART DIRECTOR | Ocean Grove, NJ | 2012 – 2015

Developed the brand story of a boutique real estate agency. Conceived original designs and marketing concepts for web banners, print advertisements, brochures, direct mailers, flyers, and email blasts. Used WordPress, HTML, and CSS to develop multiple websites. Photographed and made videos of new listings. With the implementation of this marketing plan, the agency netted over \$2 million in sales within its first year.

IDEARC MEDIA

GRAPHIC DESIGNER | Piscataway, NJ | 2008 – 2012

Operated in a fast-paced environment and focused on the creation of advertisements and direct mail for the Verizon Superpages of the greater NY/NJ Metropolitan Area.

SCHOLASTIC, INC.

ART DIRECTOR | New York, NY | 2004 – 2007

Supervised a multi-person design team and numerous in-house and remote freelance graphic designers. Demonstrated strong project management in the recruitment, mentoring, critiquing, and development of staff. Worked with major entertainment studios and licensors, such as Cartoon Network, Nickelodeon, Disney, and Dreamworks.