

kim lamica

graphic designer

website

kimlphotodesign.com

email

kimrphoto@gmail.com

social

[linkedin profile](#)

phone

206-251-7434

hello!

I'm a self-starter, innovative, creative, and strategic thinking graphic designer credited with combining sales, marketing, and creative development expertise to effectively articulate concepts and deliver original final products. I'm able to adhere to a design strategy, including budgets and timeline needs, based on the project brief, creative criteria, expected production values all with strong design, typography and composition layout skills.

experience

Bartell Drugs & Rite Aid / Senior Graphic Designer / 2019 - 2025 **Graphic Designer / 2016 - 2019**

Social media: Conceptualized branded content for social media, including consulting and providing ideas to off-site video teams to create 15-30 second video ads, as well as working closely with an off-site photographer to bring social content to life. Job duties included scheduling, securing product/props, conceptualizing, art directing, photo styling, and editing still life photos, stop motion, and video. Animated concepts from third-party agency.

Web design: Collaborated with web developers for website redesigns and functionality including Bartell Drugs homepage, as well as QA testing new branded web pages, forms, and app updates. Designed and updated webpages and blogs on BartellDrugs.com using templates built in Wordpress and AEM while updating with html as needed. Concepted and built landing pages for Rite Aid's Own Brands using Figma and Ceros.

Email: Built fluid design templates and occasionally copy wrote for Bartell's emails which included, but not limited to Saturday Sneak Peek, Welcome Series, Reengagement, special events, and editorial while working closely with email marketing specialist for content.

Display: Designed branded static and rich media display ads and wallpapers for seasonal campaigns and pharmacy initiatives. Produced quality animated and static assets for various stadium take-over sponsorships and bespoke events. Designed Amazon and Instacart product tiles for Bartell's and Rite Aid. Designed engaging static and animated assets for Rite Aid's digital circular.

Print: Collaborated with marketing team on Bartell seasonal print catalogs and landing pages including layout design, type treatments and providing art direction for photography. Designed in-store print collateral for Bartell's community events. Updated layout for Bartell's Savings Book.

Key accomplishments include increase in social media followers, site traffic and email subscribers for Bartell's, updating Bartell's homepage to a modern design, creating consistent look and feel across Bartell's website, social accounts and blog, and updating design layout and title for Bartell's Savings Book. Developed a trademarked tagline for Rite Aid's Own Brand Ello Market. Lead for Rite Aid Brand Portal organizational structure. Production lead of static and animated digital assets for Rite Aid/Thrifty Ice Cream sponsorship for various sports arenas/teams and bespoke events.

kim lamica

graphic designer

Allrecipes / **Graphic Designer** / 2010 - 2016

Designed social posts, landing pages, digital sales materials including wallpapers, desktop banners, and mobile units.

Provided desktop and mobile designs and templates for Allrecipes emails.

Created logos, icons, and type treatments for newsletters, Allrecipes video series, and Allrecipes Brand ambassador program Allrecipes Allstars.

Created interior artwork including employee wall, scrim, and posters as well as print ads for Allrecipes Magazine.

Supported UX team by helping create icons, images, and templates for Allrecipes.com.

Key accomplishments include repairing partnership between the design team and internal web developers by taking the lead on creating design templates and organizing folder structures, creating some of the top performing social posts for Allrecipes, and designing an engaging company org chart.

Allrecipes / **Photographer & Image Specialist** / 2005 - 2010

Executed photoshoots and prop styling for 100+ recipes, social initiatives, and special campaigns.

Lead the editing process of user and client photos.

Key accomplishments include photographing recipes for Fix Dinner campaign, which was featured in LA's Metro Station, photographing Allrecipes leadership, and collaborating with external photography team for Allrecipes bookazine.

skills

Creative Cloud	Design	Photography/Video	Programs & More
<ul style="list-style-type: none">• Photoshop• Illustrator• After Effects• Premier Pro• InDesign• Acrobat• Audition• Camera Raw	<ul style="list-style-type: none">• Social media paid & organic• Email• Display Ads• Infographics• Logos• Print• HTML/CSS• Motion Graphics• Production	<ul style="list-style-type: none">• Art Direction• Prop Styling• Stop Motion• Photo Editing• Still Life• Portraiture• Video Editing• Audio Editing	<ul style="list-style-type: none">• Figma• Ceros• Word• Excel• Powerpoint• Teams• Sharepoint• ClickUp• Ziflow

education

Associate of Arts in Commerical Photography Art Institute of Seattle / 2005