

**Portfolio:** <http://www.kimlphotodesign.com/>

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### Summary:

- Creative Graphic Designer with extensive experience developing on-brand marketing campaigns and assets across social media, email, web, print, display, motion graphics, and digital marketing channels for retail brands including Bartell Drugs, Rite Aid, and Allrecipes.
- Expertise in creating engaging creative for paid, earned, and owned channels including Meta, Pinterest, TikTok, email campaigns, digital ads, landing pages, social content, in-store collateral, and large-scale sponsorship activations.
- Strong background collaborating with cross-functional marketing, design, photography, video, UX, and development teams to deliver high-quality creative solutions in fast-paced, highly collaborative environments.
- Skilled in visual storytelling, production design, motion graphics, and brand consistency using Adobe Creative Suite, Figma, Ceros, Canva, WordPress, AEM, HTML/CSS, and other modern creative and CMS platforms.
- Experienced in art direction, photo styling, video editing, animation, and multimedia production, including social campaigns, stop motion, branded video assets, and interactive digital content.
- Recognized for improving brand consistency, organizing creative workflows, developing efficient design templates, supporting ADA-compliant email design, and leading production for high-visibility retail and sponsorship campaigns.

### Skills:

- **Adobe Creative Suite:** Photoshop, Illustrator, After Effects, Premiere Pro, InDesign, Acrobat, Audition, Adobe Firefly
- **Design:** Paid & Organic Social Media, Email, Display Ads - rich media, static & animated, Infographics, Logos, Motion Graphics, Lottie, Production, HTML/CSS, Print, Brand Portal Organization
- **Photography/Video:** Art Direction, Prop Styling, Stop Motion, Photo Editing, Still Life, Portraiture, Studio & Location Photography, Video Editing, Audio Editing
- **Programs, CMS, & More:** Figma, Ceros, Canva (working knowledge), ClickUp, Ziflow, Trello, Jira, Asana, SharePoint, Teams, Word, Excel, PowerPoint, AEM, WordPress, Adobe Workfront, Gemini, Framer

### Education & Certifications:

- Associate of Arts in Commercial Photography Art Institute of Seattle / September 2005
- Graphic Design School of Visual Concepts / August 2010
- Design Certified Interactive Content Creation Ceros / June 2023
- Design Certified Using SDK Ceros / April 2025
- Design Thinking in the Age of AI
- Integrating Lottie Animations with Figma
- Canva for Web and Digital Design
- Learning Blender
- Extending Figma Design with Adobe Creative Cloud
- Advanced Motion Graphics, Sketch for UX Design

### Experience:

#### **Bartell Drugs & Rite Aid Oct 2016 – May 2025 Senior Graphic Designer**

- **Social media:** Conceptualized and produced high engagement marketing campaigns/content for Meta, Pinterest, and TikTok, including consulting and providing ideas to off-site video teams to create 15-30 second video ads, as well as working closely with photographers 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 videos. Also animated concepts from third-party agencies into final creative.
- **Web design:** Designed and updated webpages and blogs on BartellDrugs.com using templates built in CMS tools via WordPress and AEM while updating with html as needed. Concepted and built landing pages for Rite Aid's Own Brands using Figma and Ceros. Designed e-commerce tiles for Rite-Aid site and storefront assets for Bartell's and Rite Aid on Instacart, Amazon, Grubhub, and DoorDash. Collaborated with web developers for

website marketing redesigns and functionality, including Bartell Drugs homepage, as well as QA testing new branded web pages, forms, and app updates.

- Email: Built and designed fluid, desktop, and mobile marketing emails and templates, and occasionally copy wrote for Bartell's emails which included, but not limited to: Weekly Ad Preview, Welcome Series, Reengagement, special events, and editorial while working closely with email marketing specialist for content. Design lead for Rite Aid email ADA compliance.
- Display: Designed branded static and rich media display ads and wallpapers for seasonal marketing campaigns and pharmacy initiatives. Produced quality OOH animated and static marketing 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 motion graphic marketing assets for Rite Aid's digital circular.
- Print: Collaborated with the marketing team on Bartell's 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. Concepted aisle blades for Rite Aid Own Brands.
- Key accomplishments include increase in social media followers, site traffic, and email subscribers for Bartell's, updating Bartell's homepage to a modern design and creating consistent look and feel across Bartell's website, social accounts, and blog, designed quality and efficient email templates, 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.

#### **Allrecipes Aug 2010 – Mar 2016 Graphic Designer**

- Designed social posts, landing pages, external digital sales marketing materials including wallpapers, desktop banners, and mobile units.
- Developed desktop, mobile designs, and templates for Allrecipes marketing emails.
- Created logos, icons, and type treatments for newsletters, Allrecipes video series, and Allrecipes Brand ambassador program Allrecipes Allstars.
- Created interior artwork including an interactive employee wall, scrim, and posters, as well as marketing 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 and creating some of the top performing social posts.

#### **Allrecipes Sep 2005 – Aug 2010 Photographer & Image Specialist**

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