

# kim lamica

## graphic designer

### website

[kimphotodesign.com](http://kimphotodesign.com)

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### phone

206-251-7434



### hello!

I'm an 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. I look forward to making your creative needs come true!

## experience

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

Partnering with Social Media team and conceptualizing branded content for social media, including consulting and providing ideas to off-site video team 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 include scheduling, securing product/props, art directing, photo styling, and editing still life photos, stop motion, and video.

Collaborating 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. Design and update webpages and blogs on [BartellDrugs.com](http://BartellDrugs.com) using templates built in Wordpress and AEM while updating with html as needed and concepting landing pages for Rite Aid's Own Brands.

Design, build, and occasionally copy write, branded emails which includes, but not limited to Saturday Sneak Peek, Welcome Series, Reengagement, Special Events, and Editorial while working closely with Email Marketing Specialist for content.

Design branded static and rich media display ads and wallpapers for seasonal campaigns.

Collaborating with marketing team on Bartell seasonal print catalogs and landing pages including layout design, type treatments and providing art direction for photography.

Producing quality branded assets or various take-overs and sponsorships.

**Key accomplishments** include increase in social media followers, site traffic and email subscribers, 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 digital assets for Rite Aid sponsorship for Philadelphia Flyers.

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### experience continued

#### **Fexy Media / Senior Graphic Designer (contract) / 2016 - 2019**

Edited Powerpoint templates for Sales team.

Created templates for social media posts and banner ads for Simply Recipes.

Designed invitations and menus for vendor event.

Designed Holiday themed pages for potential clients to feature recipes and shopping lists on Amazon Prime Now.

Produced banner ads for web and Roku.

#### **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.

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### skills

#### Creative Cloud

- Photoshop
- Illustrator
- After Effects
- Premier Pro
- InDesign
- Acrobat
- Audition
- Camera Raw

#### Design

- Social media paid & organic
- Email
- Display Ads
- Infographics
- Logos
- Print
- HTML/CSS
- Motion Graphics

#### Photography/Video

- Art Direction
- Prop Styling
- Stop Motion
- Photo Editing
- Still Life
- Portraiture
- Video Editing
- Audio Editing

#### Programs & More

- Figma
- CEROS
- Word
- Excel
- Powerpoint
- Teams
- Sharepoint

### education

#### **A.A. in Commerical Photography**

Art Institute of Seattle / 2005

#### **Graphic Design Class**

School of Visual Concepts / 2010

#### **Design Certified Interactive Content Creation**

CEROS / 2023

Please stop by my [LinkedIn profile](#) to learn more about my accomplishments.