

# kim lamica

## GRAPHIC DESIGNER

### website

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

### email

[kimrphoto@gmail.com](mailto:kimrphoto@gmail.com)

### social

[linkedin profile](#)

### phone/location

206-251-7434  
Monroe, WA

## hello!

Innovative, creative, adaptable, and strategic thinker multimedia and graphic designer credited with combining sales, marketing, AI tools, and creative development expertise to effectively articulate concepts and deliver original final products. Able to adhere to a design strategy, including budgets and timeline needs, based on the project brief, creative criteria, expected production values. Strong design, typography, motion, and composition layout skills.

Self-reliant with the ability to operate with purpose, urgency, and accuracy both independently and as part of a team in a dynamic environment with concurrent deadlines and rapidly changing priorities. Adept at working with minimal supervision on assignments requiring initiative and understanding of implications to people and the organization with an ability to handle confidential information. Highly accomplished with a keen ability to build and maintain relationships. Substantial professional experience in digital, motion, and print design.

## experience

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

**Social media:** Conceptualized and produced high engagement 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 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 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 emails and 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. Design lead for Rite Aid email ADA compliance.

**Display:** Designed branded static and rich media display ads and wallpapers for seasonal campaigns and pharmacy initiatives. Produced quality OOH 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 motion graphic assets for Rite Aid's digital circular.

**Print:** Collaborated with 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.

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### Allrecipes / **Graphic Designer** / August 2010 - March 2016

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

Developed desktop, 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** / September 2005 - August 2010

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.

## skills

**Adobe Creative Suite** Photoshop, Illustrator, After Effects, Premiere Pro, InDesign, Acrobat, Audition, Adobe Firefly, Media Encoder, Camera Raw

**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 & More** Figma, Ceros, Canva (working knowledge), ClickUp, Ziflow, Trello, Jira, Asana, Sharepoint, Teams, Word, Excel, Powerpoint, AEM, Wordpress, Adobe Workfront, Gemini, Framer

**Certifications** 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

**Hobbies & Interests** Mixed media painting, resin, diamond painting, voice acting, animal rescues, pop culture, baking, puzzles, word games

## education

**Associate of Arts in Commerical 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