

KIMBERLY DALEY

Experience

Engaging

August 2021–Present, Remote
Lead Designer

- Team lead providing leadership to an international creative team all within a startup environment.
- Art direct and manage the majority of projects for Engaging's sub-brand, 2x4, focusing on brand consistency, consumer engagement and creative exploration
- Design visually appealing and effective campaigns, websites, emails, digital ads, mailers, packaging, and retail displays
- Conceptualize, plan, and art direct all photo and video shoots

Living Proof

April 2019–July 2021, Boston, MA
Graphic Designer

- Edited all in-house video deliverables and ensured outsourced videos met brand standards
- Collaborated with marketing partners to optimize video content for all social media platforms
- Conceptualized and art directed photo and video shoots for product campaigns
- Designed a wide variety of print, web, and email projects

J.Jill

October 2013–April 2019, Quincy, MA
Social Media Graphic Designer (November 2017–April 2019)

- Designed and art directed social media content and saw valuable increases in engagement
- Developed social campaign concepts, shot in-house product photography, and storyboarded videos

Print Graphic Designer (October 2013–November 2017)

- Designed a wide range of print projects such as retail guidebooks, product catalogs, and retail signage
- Directed outside vendors on photography retouching needs and ensured print-files were properly prepared for press

Quintain Marketing

February 2012–October 2013, Annapolis, MD
Graphic Designer

- Conceptualized and executed designs for branding, packaging, e-books, and web design

Kimberly Daley Davies

Art Director and Designer

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*References available
upon request

Education

University of Lynchburg, Lynchburg, VA

BA, Fine Art–May 2010

Emphasis in Graphic Design

Emphasis in Studio Art with a Concentration in Photography

Proficiencies

InDesign CC	Lightroom CC	Figma	G Suite
Photoshop CC	Premiere Pro CC	Sketch	MS Office
Illustrator CC	After Effects CC	Procreate	Studio Photography