

“Rescue meaning.”

Tibor Kalman

With over 15 years of designing with meaning, I have brought both logic and passion to my work. Effective use of color and space communicate the central message. Powerful typography and photography create simple and beautiful design.

At the core of my skills is my ability to work with people and build relationships, creating truly meaningful design.

Kimberly Oliveira

graphic + web design

617.605.7680

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creative

SUMMARY

15 years professional graphic design experience in publishing, corporate financial, and freelance settings. Web development skills including HTML, CSS, CMS Wordpress. Art Director, Digital Designer, Front-End Web Developer, Creative Thinker.

EXPERIENCE

Digital Art Director (Consultant) | **National Life Group** Montpelier, VT | June 2016–present

- › Develop Digital Brand
- › Design and Develop Multiple Digital Platforms: Customer, Client, and Agent facing Websites.
- › Consult and Improve upon Overall Brand Standards
- › Design and Produce Conference Collateral: Print + Digital

Integrated Creative Designer (Consultant) | **Tippingpoint Labs** Newton, MA | Feb 2014–present

- › Uphold brand standards across digital and print advertising design
- › Create digital assets for business development
- › Design and develop *Wordpress* websites

Art Director (Consultant) | **Universal Wilde** Westwood, MA | 2104-2016

- › Art Direct Award-Winning Corporate Rebrand
- › Produce Marketing Collateral, Trade Show Assets, Video Graphics
- › Develop Demo Web Sites for Sales Team
- › Design Email Campaign Templates and Workflow within *Marketo*

Senior Graphic Designer | **Sun Life Financial** Wellesley, MA | 2007–2012

- › Developed digital solutions for a wide range of marketing materials
- › Art directed the redesign of financial statements and forms
- › Created branded meeting/tradeshows collateral materials
- › **Three-time recipient of Sun Life Financial Impact Award '09, '10, '11**

Executive Art Director | **Conquest Business Media** Beverly, MA | 2005 – 2007

- › Managed the daily operations of US publishing group studio
- › Art directed *The Manufacturer and Energy Business* Magazines
- › Created and maintained company brand guidelines

EDUCATION + TRAINING + TECHNICAL SKILLS

Boston University Center for Digital Imaging Arts

Certificate in Web Development, February 2014

Flagler College

Bachelor of Arts, Graphic Design with a minor in Sport Management, 1998

Software Proficiencies

MAC + PC InDesign, Photoshop, Illustrator, Dreamweaver, Sublime, MS Office

Web Development

HTML5, CSS3, Mobile/Responsive, Wordpress

references available upon request

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