

"Rescue meaning."

Tibor Kalman

With over 25 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
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creative

SUMMARY

25+ 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

Graphic Designer (Consultant) | Salem Co-operative Bank Salem, NH | 2017–present
> Design and uphold brand standards across digital and print advertising, posters, flyers, etc.

Digital Art Director (Consultant) | National Life Group Montpelier, VT | 2016–present
> Design and develop multiple digital platforms: customer, client, and agent facing websites
> Design support for Conference and Incentives, People Center and Creative Marketing teams

Integrated Creative Designer (Consultant) | Tippingpoint Labs Newton, MA | 2014–2024
> Upheld brand standards across digital and print advertising design
> Created digital assets for business development
> Designed and developed Wordpress websites

Art Director (Consultant) | Universal Wilde Westwood, MA | 2014–2016
> Art directed award-winning corporate rebrand
> Produced on brand marketing collateral, trade show assets, video graphics
> Developed demo web sites for Sales team
> Designed 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/tradeshow 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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