

KYM BLOOM

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[OBJECTIVE]

I am seeking a position as a graphic designer or art director, either for a design agency or as part of an in-house design team. I love working with print design, branding and corporate identity, and have a passion for typography and a sense of perfection that lends itself well to page layout and design. I also enjoy working with digital media, video editing, and website design, Wordpress, and am a proficient copy editor.

[EDUCATION]

University of Colorado at Denver

Master of Humanities, Summa Cum Laude
Emphasized in multimedia and the study of man's relationship to technology.

Brigham Young University

Bachelor of Arts in Film
Took additional art courses in watercolor, sculpture, calligraphy, printmaking, photography and theatre.

[SOFTWARE PROFICIENCY]

Photoshop	Acrobat
InDesign	Wordpress
Illustrator	Microsoft Office
Dreamweaver	QuarkXPress

I also have experience with:
Final Cut Pro After Effects
Premiere Flash

[RELATED EXPERIENCE]

Board of Advisors for the UCD Advocate student newspaper, CU-Denver

President and Communications Director, London House Homeowner's Association

Multimedia and Graphic Design Advisory Committee, Trinidad State Junior College

Training videos for Final Cut Pro, Trinidad State Junior College

[EMPLOYMENT HISTORY]

EDUCATION COMMISSION OF THE STATES

Print and Web Designer :: September 2005 – November 2015]

I managed all aspects of print and web design for the organization from concept through production, including quotes, prepress files, and press checks. I was also the staff photographer for events as well as staff photos for the website. Print products include all branding and identity materials (business cards, etc.), a bi-monthly publication, annual reports, promotional materials, as well as the program, awards brochures, logos, branding, and all collateral material for the annual education conference. As a member of the communications team, I developed marketing strategies and campaigns, including emails, postcards, and brochures. I was responsible for updates, additions, and design for the website and was part of a team to completely redesign it and move it to a Wordpress platform. While at ECS, I learned Wordpress and developed several external sites for grant projects. We also did a complete rebranding of the organization. In addition, I was the primary copy editor for the organization and wrote and maintained the style guide. I maintained archives of all print material and provide occasional IT and software support to the staff.

KACEY FINE FURNITURE

Creative Director :: February 2005 – July 2005]

As the Creative Director I was responsible for the design, layout, production, and copy writing of all print and web media, including newspaper circulars and advertisements, store signage and brochures, and both the consumer and intranet web sites. I created a branding strategy and completely redesigned the newspaper circulars and both websites (external and intranet). On the consumer site, I worked to add a database of products, and was responsible for all photos and product descriptions. In designing the circulars, I was responsible for analyzing sales reports to select products, optimizing photos, and writing descriptions for items. In addition, I worked with manufacturer representatives to track and implement co-op advertising funds, saving the company more than \$52,000.

RICH MEDIA TECHNOLOGIES, INC.

[Technical and Media Specialist :: October 2002 – February 2005]

As the technical and media specialist, I was responsible for the management, concepts, design, and production of all print and web materials such as logos, packaging, interactive online tutorials, promotional mailers, flyers, brochures, advertisements, business cards, letterhead, product photography and illustration, and tradeshow graphics and booth design. I completed a total redesign of the company's website in addition to creating a new corporate identity for the company and three separate product lines. I worked with other staff to develop marketing strategies and campaigns, including emails, postcard mailers, and product CDs and DVDs. I designed and co-wrote manuals for their e-commerce software and network monitoring hardware in addition to writing, recording, and animating online software tutorials.

CU-DENVER COLLEGE OF ARTS AND MEDIA

[Adjunct Professor :: 2003-2005]

I was an adjunct professor at the University of Colorado at Denver and taught courses in digital painting, animation, web design, print design and production, and video editing, as well as software courses including Photoshop, Illustrator, InDesign, Final Cut Pro and Flash. In addition to teaching I assisted the department with a complete curriculum change that included the research and creation of new courses as well as the development of a new philosophy and standards for the multimedia program.

KANON COLLECTIVE

Artist and Gallery Owner :: 2005 – present]

I am a co-owner and director of Kanon Collective, an art gallery in Denver's Art District on Santa Fe. In addition to being a featured artist, I created and manage the branding, including the logo, all marketing materials (email and print), and the website at: www.kanonart.com. Our gallery has been featured in Westword and 5280 magazine.

FREELANCE DESIGNER

[Print and Media Designer :: 1997 – present]

I have been working as a freelance designer for several years, creating print collateral and websites for several companies, artists, and organizations such as Tycoon Ramen, The Third Mile Group, The Bench Group, Urban Renewal Salon, Sacre Bleu restaurant, Joyce Martin Art, and the Lion's Club.

References available upon request; portfolio available online at www.kymbloom.com.