



# kimberly king

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## education

August 1996 - May 2001 Marshall University Huntington, WV  
**B.F.A., Graphic Design Concentration**

## professional experience

June 2006 - Present ka-king designs Charleston, WV

### Owner / Graphic Designer

- *Specializing in non-profit and small business design solutions, helping companies establish a professional identity through branding, imaging and consistent design concepts.*
- *Provide clients with in-depth design recommendations and quotes.*
- *Design materials including logos, brochures, booklets, newsletters, corporate identity articles, print materials, websites and point-of-purchase applications.*

March 2005 - June 2006 Innovative Mattress Solutions Winfield, WV

### Visual / Web Designer

- *Establish creative direction and corporate identity for over 40 bedding showrooms in three separate retail chains spanning four states.*
- *Work with Merchandising Department on interior store design, appearance and point-of-sale placement.*
- *Design point-of-sale materials and ensure corporate directives of look, feel and content are maintained including in-store signage, banners, product information sheets, brochures and other materials.*
- *Oversee and control vendor-provided point-of-sale materials to ensure harmonization with current store design.*
- *Design, update and maintain company websites to ensure fresh appearance and current information.*
- *Maintain parameters for budgets and approved project spending.*
- *Ensure tasks, projects and general workflow meet established deadlines and requirements.*

November 2003 - March 2005 Innovative Mattress Solutions Winfield, WV

### Graphic Artist

- *Establish creative concepts and approaches to all methods of marketing communications.*
- *Create company brochures, forms, letterhead, signage, presentations and other project materials.*
- *Design, update and maintain company websites.*
- *Assist in the creation and distribution of newspaper layouts.*
- *Create imaging campaigns for special publications and magazines.*

July 2003 - November 2003 Innovative Mattress Solutions Winfield, WV

### Advertising Assistant

- *Assist in the creation and distribution of newspaper layouts.*
- *Review and document newspaper tearsheets for co-op requirements and quality of production.*
- *Update reports and data on the intranet for use by the field.*
- *Oversee the updating, printing and distribution of price tags and other point-of-sale materials.*
- *Media placement, tracking and documentation of print orders and schedules.*

February 2002 - July 2003 Image Associates Charleston, WV

### Graphic Artist

- *Prepare print estimates and design quotes for clients.*
- *Work closely with client to design various projects for print including logos, identity packages, brochures, newspaper advertisements and various corporate documents.*
- *Create website designs according to client need and post to web.*
- *Assist during video productions and create alpha keys and slides for editing.*

June 2001 - February 2002 The Herald-Dispatch Huntington, WV

### Graphic Artist; Creative Services Department

- *Work in conjunction with advertising representatives and clients to produce advertisements for the daily newspaper and special sections*

July 2000 - June 2001 The Herald-Dispatch Huntington, WV

### Graphic Artist; Prepress / Commercial Printing Department

- *Work with area realtors to create advertisements for bi-weekly production of *The Home Buyers Guide*.*
- *Design various commercial inserts for the newspaper and output negatives for printing*



**skills**

- Adept in both Mac and Windows environments.
- Experienced in a wide variety of current professional programs such as:
  - Illustrator
  - Acrobat
  - PowerPoint
  - PhotoShop
  - Dreamweaver
  - Microsoft Office
  - InDesign
  - Quark Xpress
  - Flash
- Familiar with web authoring languages such as:
  - HTML & CSS
  - PHP
  - JavaScript
- Understanding of print production.
- Experienced in a wide variety of media.