

## Kimberly Woodard

kim.a.woodard@gmail.com

248.921.5482

### Experience:

#### **KWoodardGraphics**

Freelance Graphic Designer

- Conceptualized and designed full brand identities, logo redevelopment; including sub-branding.
- Designed books, covers and formatted interior.
- Band promotion designs; media kits, event posters, cd covers, flyers, t-shirts, stickers and postcards.
- Conceptualized and designed brochures, and other print production pieces.
- Digital photography and photo retouching to prepare images for print, and photo albums.
- Developed and maintained good working relationships with clients, printers and web developers.
- Designed graphics for website; buttons, icons, banners, roll-over buttons.

January 2005 – Current

#### **Chase Bank Santa Cruz, CA**

Personal Banker

- Customer service and sales.
- Account opening and all account maintenance.
- Teller Transactions, cash management.
- Working closely with Chase Private Client banker, Financial Advisors, Loan Officers, and Business Specialist to create better long lasting customer relationships and solutions for all customers.

February 2012 – Current

#### **Sports Basement San Francisco, CA**

Retail Department Lead

- Department Lead of the Women's Fitness & Yoga Departments.
- Responsible for product merchandising, up stocking, and buyer feedback.
- Worked closely with the Women's Fitness, Yoga, and Triathlon buyers and problem solving any product issues.
- Training employees, delegating task, scheduling and assisting in the hiring and review process.
- Worked closely with the store managers on store solutions and every day task and problem solving.
- Assisted neighboring departments; register, shoe dept, kids dept, team sports dept, triathlon dept.
- A speaker for groups/events teaching them about hydration, clothing, and tips for their first race or triathlon.
- Involved in events. Cheered on athletes during races, as well as encouraged other employees to be apart of the "cheer squads". Represented the Sports Basement brand at events, worked at expo events and store events.
- Closing and Opening duties. Informed employees of product update for the day.
- Actively involved in Sports Basement classes; swimming, fun run, and Sunday bike rides.

April 2009 – November 2010

#### **Magro International Rochester Hills, MI**

Search Engine Optimization Specialist

- Conceptualized and designed website layouts and clients overall theme.
- Designed banners, flash animations, animated gifs, rollover buttons, logos, banner advertisements, page layouts.
- Retouched photos for clients websites and print advertisements.
- Worked with content management systems, maintained/updated websites.
- Researched keyword trends and competitor websites for clients.
- SEO, link building, meta/title tag creations.

January 2008 – March 2010

#### **PGN Agency Royal Oak, MI**

Graphic Designer

- Conceptualized and designed brand identities.
- Designed print ads, business cards, letter heads, brochures, email campaigns, direct mailers, logos, package design, outdoor advertising, van wraps, and other specialty creative design pieces.
- Updated in-house processes with job forms and a checks and balance system to eliminate mistakes.
- Jet's Pizza Corporation account; prepared the presentation and was one of three speakers at the campaign sales pitch using my design concepts at the meeting. After Jet's Pizza signed the contract, I was responsible for the creative development of flyers, business cards, postcards, door hangers, punch deal cards, creative ideas for new ways to encourage return customers, maintained their brand image throughout and worked with the vendors.
- Assisted the Creative Director on set with the food stylist, directors and actors for photoshoots and commercial shoots.

January 2006 – September 2007

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- Preparing presentation boards and presentations for Creative Director and Owner for job pitches.
- Photography for the company as well as for clients of products and/or events.
- Market survey research.
- Met with clients and vendors on a daily basis.
- Worked closely with the design team; meeting on job activity and brainstorming.

### **Unique Image Studio of Photography Waterford, MI**

July 2002 – December 2008

Digital Artist, Sales and Customer Service.

- Retouched portraits, computer photo alterations and color corrections.
- Photo restorations.
- Managed the print orders and the archive system.
- Designed brochures and advertisements for the company.
- Developed a close working relationship with photo labs.
- Managed the flow of portraits after photographed to be narrowed down, retouched and sent to the lab.
- Took phone calls, scheduled appointments, invoiced and prepared sale portrait presentations for the customers, assisted them in order decisions, sold frames, albums and wrote out the sales order slips.
- Trained interns and new employees in sales, customer service, and putting together portrait orders.
- Arranged portrait compositions for multiple schools, as well as managed the school requirements and list of students at each school, as well as developing a working relationship with each of the year book directors.
- Photographed kids team sports; baseball, soccer, basketball, hockey, and k-12 portrait.
- Assisted the photographers in portrait sessions, weddings, and building new updated backdrops.
- Matting and framing portrait orders, and putting wedding albums and portrait orders together for final delivery.

### **Education:**

#### **Oakland University Rochester, MI**

Major course of study: Business and Marketing.

Bachelor of Integrative Studies minor in Business/Marketing.

#### **Oakland Community College Farmington Hills, MI**

Major course of study: Graphic Design.

Associate in Applied Science degree in Graphic Design.

Magna Cum Laude

#### **Oakland Technical Schools Southwest Wixom, MI**

Major course of study: Graphic Design.

A two-year long, career focused education program concurrent with high school.

Concentrated in digital imaging and illustration, earned Core and Technical Certificates.

### **Skills and Accomplishments**

Brand Identities • Customer Service • Sales • Adobe InDesign • Adobe Illustrator • Adobe Photoshop • Adobe Dreamweaver • Photography • Photo editing • Word • Excel • Content Management Systems • SEO • Wordpress

- An active member of Young Professionals of Rochester concentrating on leadership and mentoring opportunities by advancing professional and business development with a focus on civic, cultural, educational interests and volunteering for the benefit of Rochester, Rochester Hills, and Oakland Township.
  - Oakland University English Department Logo Design Contest Winner.
  - Phi Theta Kappa International Honor Society at Oakland Community College.
  - Key Award, Oakland Technical Campus- Awarded for being the first student to secure a work-study position in Visual Imaging, for turning out exquisite photo products, and for serving as an spokesperson for OTC.
  - North American Auto Show Poster Design Award, 3rd Place.
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