

KIMBERLY MAGERKO

C 404.520.4424

E design.kitty@gmail.com

W <https://designkittyportfolio.com>

ABOUT

Seasoned creative graphic designer and art director with over 15 years of experience, specializing in creating compelling visual solutions across Print, Web, and Event Design. My diverse portfolio ranges from Art Direction, Graphic Design, Tradeshow and Theater Production to Interior Redesign and Decor, showcasing my ability to lead projects from concept to completion.

WORK EXPERIENCE

WorkSpark | Marketing & Art Director

September 2022 - November 2023 | ATLANTA, GA

Led all creative projects and played a key role in a start-up outsourcing agency's operations and marketing initiatives.

- Created and established brand and design guidelines and managed the brand across all platforms, ensuring consistency in tone and visuals.
- Created online and email marketing materials for sales including cold email sequences, presentations, content marketing pieces, and cold-calling scripts
- Conducted target market research
- Developed a comprehensive social media strategy and campaigns.
- Designed, wrote content, and executed the company's website, aligning it with our overall strategic objectives and specific needs
- Was heavily involved with the company's opening operations, set-up, and hiring

Senior Living Media/Spectrio, Inc. | Product Development/Management and Art Director

January 2019 - September 2022 | ATLANTA, GA & REMOTE

As the Product Development and Art Director at a national company serving the senior living market, I led diverse creative design projects, contributing significantly to marketing, graphic production, and product development initiatives - they called me their "Swiss Army Knife". I aided the company in its acquisition.

- Managed a versatile team of 3-7 professionals, both on-site and remotely, including overseas collaborations
- Directed design and product development, providing feedback, and liaising closely with upper management and developers on UX design for SaaS products tailored to senior living community staff
- Successfully established a new department and product line in response to the challenges presented by quarantine circumstances, creating an additional revenue stream for the company
- Refined visual and design guidelines for digital signage graphics, and ensured consistency across contributors by enforcing a uniform style guide
- Conducted target market research in person in a HIPPA-compliant environment
- Managed brand identity across all channels, and collaborated with the sales department to produce marketing materials and presentations
- Played a pivotal role in the conception and execution of creative deliverables, both in print and digital, and led the design and maintenance of two company websites

- My efforts extended to designing, managing, and overseeing all aspects of tradeshow booth design, graphics, and setup

Bull Realty, Inc., | Art Direction & Graphic Design

September 2015 - May 2016 Contract | ATLANTA

As a contracted Art Director for a national commercial real estate firm, I spearheaded a transformative rebranding and restructuring project, significantly elevating the company's brand reputation and market reach. This initiative was instrumental in attracting new clients and recruiting top commercial agents.

- Was responsible for redesigning the firm's entire suite of visual assets, including logos, signage, and collateral, and contributed and worked with outside developers on the design and development of the new company website.
- Played a key role in crafting effective internal and external messaging through a combination of strategic language use, graphic design, and marketing collateral.
- Responsibilities extended to content quality assurance, ensuring high standards in our blog and newsletter posts
- Designed new branding and logos for the owner's leading commercial real estate podcast and sponsored local television show, further enhancing the brand's presence in the industry.

Design Kitty Studio, LLC | Graphic Design & Events

December 2009 - December 2018 | ATLANTA, GA

Specialized in multi-media graphic design, corporate and small business branding, and event design and coordination.

Inman Park Properties & The Dresser Palmer House/Senior Designer

March 2007 - December 2009 | ATLANTA & SAVANNAH

Specialized in crafting in-house and B2B print media such as brochures, booklets, and collateral for businesses and hotels, along with designing cohesive website graphics.

NOTEWORTHY

organizer/student representative - AIGA student chapter, michigan state university

volunteer - neocon, harrington college of design

member - green design club, harrington college of design

award winner, acting & design - american college theatre festival

published - SustainAble: A Handbook of Materials and Applications for Graphic Design- ers and Their Clients (Design Field Guide), Aaris Sherin (Author)

WHAT I BRING

- 6+ years of experience building, managing, and leading a creative team both remotely and in person
- **Advanced proficiency:** Illustrator, InDesign, Google Suite, Slack, MailChimp, Social Media, Canva, Wix
- **Proficient:** Monday.com, Slack, Ring Central, Squarespace, Asana, Keynote
- **Knowledgeable:** Photoshop, Microsoft Office Suite, Salesforce, Google Office Suite, Woocommerce, Google Analytics, Wordpress
- Skills: Life Drawing, Illustration, Photography, Floral Design, Art direction
- **Bonus materials:** diplomacy, strong communication skills, a strong aesthetic sense, the ability to take full responsibility for my actions, cool & collected, creativity, humility, enthusiasm, creating loyalty within my team