

**EXPERIENCE** | **CitiStreet//ING**—Communications Designer

(May, 2003 - January, 2009)

Created online Flash banners (and re-purposed/customized templated Flash presentations) and educational sites, custom web banners and developed 'skins' for video presentations. Designed print collateral, both template and custom, and marketing as well as client-work; typically using brand-centric visuals, managing multiple clients and projects in an agency-like atmosphere across multiple offices. Produced hi-volume quarterly newsletters with deadlines and multiple custom versions. Worked on a style guide for 'participant' brand and re-worked templates from CitiStreet to ING brand.

**KimminsDesign**—Art Director/Designer

(February, 2001- present \*continues as freelance)

Web and graphic design projects including: Identity development across print and online media, illustration, Quark layout and production. Recent client projects: **Usability resources**; brochure, web graphics and postcard production/prepress, **Kryptonite**; Illustrator comps for POP merchandising options and **MetLife**; design and production of multi-level web style guide.

**Sapient Corporation**—Designer

(December, 1998 - January, 2001)

Worked on all phases of project engagements; from initial workshops and user research documents, through the development and execution of style guides for production teams (both internal and client). Also provided creative assistance to the design team throughout the various stages of the project, including brainstorming and conceiving, wireframes (information architecture), client interfacing, content strategy and vendor relations.

**Project accomplishments:**

- \* Developed initial branding and subscriber template for businessconnect.net
- \* Developed style-guide and PDF system for homebase.com (London office)

Key responsibilities included: Creating and developing concepts for sites and presentation materials for project teams (for Fortune 500 clients), creating (and/or maintaining) 'brand integrity' of the visual language for the project/site, building and maintaining client extranets (Chase Manhattan Bank).

**Pape Communications**—Art Director/Designer

(April, 1996 - November, 1998)

Created new brand identity and logomark for Pape. Created comprehensive ad campaigns (from concept through production; including press-checks) and advertisements in various media for diverse client base. Managed complex projects involving multiple designers. Created 'brand-centric' marketing collateral and corporate identity systems for client accounts. Designs developed included both print and web work (papecomm.com, company profiles on boston.com and web graphics). Also researched hardware purchasing strategy (network) and ISDN installation.

**Sapient Corporation**—Art Director/Designer

(January, 1993 - April, 1996)

Created and maintained the visual identity for Sapient and established a creative department serving three offices. Work included both print (Corporate ID system, 4c brochure, sales collateral materials, environmental signage) and electronic media (Splash screens and navigational icons for computer applications, sales presentations and web site).

**Prior to 1993**—Designer/Graphic Artist positions

**Apex, Hasbro, Inc., Pomegranate, Perry Studios**

**SKILLS** | software:

Photoshop, QuarkXPress, InDesign, Flash, Illustrator, FreeHand, ImageReady, Fireworks, BBedit, Dreamweaver, Fetch(FTP), Acrobat, Audacity, SoundEdit, CorelDRAW, Microsoft Office. Wireframes for site development, Comfortable working on both Mac and PC platforms

**URLS** | (as designer, includes html dev\* not all 'live')

www.kimminsdesign.com\*  
 www.highhopesstudio.com  
 www.usabilityresources.net  
 www.tatarasystems.com\*  
 www.reservoirpartners.com\*  
 www.caronbuilding.com  
 www.sapient.com  
 www.habama.com  
 (v. 1.0 'businessconnect' )  
 www.papecomm.com\*  
 www.mydogstale.com  
 www.mycatstale.com

**EDUCATION** | **Rhode Island School of Design**—Bachelor of Fine Arts; Illustration, (CE) Flash II: ActionScript

**School of the Museum of Fine Arts**—Art Making and Design for the Internet

**Massachusetts College of Art and Design**—[Graphic Design Certificate program]

Foundations of Drawing, Foundations of Graphic Design, Graphic Design I, Intermediate Typography, Graphic Design II, Typography I, Typography II

**\*Portfolio & References:**  
 available upon request