

Kim Taylor

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kimtaylorcreative.com

513.310.2625



SUMMARY

Based in Austin, I'm a graphic designer who believes that the latest trends and technologies are most beneficial when grounded in classic design principles. By leveraging both, I create clean, effective designs that stand out. In all media, I strive to produce accessible designs that simplify and enhance everyday life.

EDUCATION

Bellevue University 2020 - 2023

Bellevue, Nebraska

- Bachelor of Arts in Graphic Design

Anderson University 2012 - 2015

Anderson, Indiana

- Completed 3 years toward BFA in Graphic Design

SKILLS

Adobe Illustrator	Framer
Adobe InDesign	Wordpress
Adobe After Effects	Shopify
Adobe Photoshop	Klaviyo
Figma	Brandfolder (DAM)

VOLUNTEER

Operation Meraki Summer 2022

Pickerington, Ohio

- Developed full rebrand for national launch of the nonprofit Veteran support organization

Strauss Gallery 2018 - 2020

Hamilton, Ohio

- Officer of Public Relations, event usher, docent

REFERENCES

Jordan Litvenenko jordan@ketokrate.com

Founder, KetoKrate

Theresa Ross theresaross@live.com

Brand Manager, KetoKrate

Vanessa Cannon vanessacannon@gmail.com

Prof. of Emerging Tech in Design, Miami University

Owner, True West Coffee

EXPERIENCE

Lead Graphic Designer February 2021 - Present

KetoKrate - Austin, TX

- Led multiple web design projects, including a full redesign of the primary sales page, resulting in an 18% increase in conversions
- Designed lead capture form and subsequent email campaign, achieving opt-in rates of 7.25% and conversion rates of 7.4% respectively, driving substantial customer acquisition
- Produced engaging and converting social media ad creative, consistently achieving ThruPlay rates exceeding 75% and demonstrating a deep understanding of audience dynamics
- Played a pivotal role in all aspects of marketing, successfully iterating designs based on metrics to improve KPIs
- Created and maintained brand images and publications with expertise in Adobe Illustrator, Photoshop and InDesign; cleanly incorporating articles and graphics into digital and print publications, ensuring pre-press quality for the latter
- Oversaw all creative asset organization as administrator of the digital asset management system (DAM); and owned complete photo and video production cycles

Freelance Graphic Design June 2016 - Present

- Responsible for all design, management, finances, meeting facilitation, and client relations.
- Design ranges from logos and identities with style guides to websites, social media, and print collateral
- Collaborates both on teams and as an individual to meet tight deadlines and budgets while exceeding expectations of clients.

Creative Lead March 2019 - November 2019

Hamilton Games Festival - Hamilton, Ohio

- Created visual identity system for the event, including marketing, fundraising, wayfinding, and merchandise
- Operated within a tight schedule while regularly adapting to changes as the event took shape
- Worked with a network of vendors to order print material and merchandise

General Manager August 2016 - June 2020

True West Coffee - Hamilton, Ohio

- Led full shifts during peak hours, managed inventory, and developed new systems of efficiency
- Effectively adapted operations on the spot to comply with changing Covid policies for food service
- Assisted with interviews, trained employees, and managed events