

Kim Willoughby

DESIGNER | MAKER

kimwilloughby.com

kim@kimwilloughby.com

207.994.4071

South Berwick, ME

SKILLS

- Adobe CC Suite: Photoshop, InDesign, Illustrator, and Acrobat
- Figma
- MS PowerPoint, Word, and Excel
- Google Drive, Sheets, Docs, and Slides
- CMS content editing: Sitecore, WordPress, and Wix
- Photo retouching and manipulation
- Vector illustration
- Copywriting and proofreading
- Print file preparation
- File preparation for CNC routers and laser cutters
- Adobe Workfront project management, system administrator role
- Agile framework, product owner role

EDUCATION

Bachelor of Science in Graphic Design

Keene State College | Keene, NH
1996

I'm a graphic designer with over 25 years of experience translating marketing and brand objectives into beautiful and effective designs. My goal is to use my visual storytelling expertise to work with an organization that believes in the power of design to delight and inspire. I'm pursuing a position in immersive environment design, museum exhibit design, or escape room design.

WORK EXPERIENCE

Director of Marketing Design

HMH / HEINEMANN PUBLISHING | PORTSMOUTH, NH | JANUARY 2016–JULY 2023

Heinemann is the leading publisher of professional resources for teachers.

- Led a team of four designers to create marketing assets for products generating \$300 million in revenue. Fostered a supportive and growth-minded team culture while managing job assignments and setting project priorities.
- Partnered with marketing managers and cross-functional teams to define marketing strategy and message. Creatively communicated messaging by designing print brochures, catalogs, logos, infographics, and event graphics. Designed digital web, email, and social media graphics.
- Led the development of brand creative for Heinemann and its new math product line, Math@Heinemann. Implemented consistent application of visual guidelines across marketing channels.
- Designed slide presentations for sales and corporate communications focused on clean design, concise content, and cohesive storytelling.
- Spearheaded the implementation of Adobe Workfront project management software for forty marketing department members. Collaborated with a team to design workflows, organize training sessions, and make revisions based on user feedback.
- Served as product owner on the development of a comprehensive marketing website for Heinemann's largest literacy intervention product.

Senior Producer

HMH / HEINEMANN PUBLISHING | JANUARY 2012–DECEMBER 2015

- Consulted with development team and stakeholders to identify and write requirements for a new online professional development course platform.
- Loaded content into the CMS in less than half the time expected by the development team.
- Designed and organized a large library of supporting documents and graphics.
- Identified an area of customer confusion with registration emails; worked with developers to rewrite and redesign the emails to reduce help desk calls.
- Managed and conducted site QA testing.

Senior Graphic Designer

WEB-SITES.COM | ANDREWS, NC | OCTOBER 1999–DECEMBER 2011

Web-sites.com developed sites for medium-sized businesses, with a specialization in branding and marketing for wineries.

- Worked with clients to understand marketing objectives and design effective and engaging website layouts, animations, logos, print assets, and packaging.