

KIM WILLOUGHBY

South Berwick, ME

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PROFILE

Experienced, dependable graphic designer with 25 years of creating polished, effective print and digital work. I am a fast, collaborative partner who can jump in midstream, take the pressure off, and get things done. I specialize in marketing design for education and publishing, and I am currently available for freelance or part-time projects.

WORK EXPERIENCE

Freelance Graphic Designer

ASCD / ISTE | Remote | Aug 2024–March 2025

Designed marketing materials for organizations providing professional development to educators.

- Created print and digital assets including web and email graphics, presentations, logos, and magazine ads.
- Collaborated with product marketing managers to develop designs aligned with campaign goals and brand identity.

Director of Marketing Design

HMH / Heinemann Publishing | Remote / Portsmouth, NH | Jan 2016–Jul 2023

Led a team of designers at a leading educational publisher, supporting \$300M in revenue.

- Designed marketing materials across print, web, email, social, and event formats.
- Developed branding systems for major product lines and led rollout of a new math brand.
- Created logos, brochures, catalogs, infographics, advertisements, and presentation decks.
- Spearheaded the implementation of Adobe Workfront project management system across marketing department.
- Partnered with executive leadership on high-profile presentations, often under tight timelines.
- Collaborated closely with sales, editorial, and product marketing teams to ensure consistent messaging.

Senior Producer

HMH / Heinemann Publishing | Portsmouth, NH | Jan 2012–Dec 2015

Led production efforts for an online professional development platform.

- Collaborated with developers and stakeholders to define requirements and improve UX.
- Organized a large content library and loaded hundreds of media and document files into the CMS in half the time expected by the development team.
- Conducted QA testing and identified usability issues and content errors before launch.
- Identified an area of customer confusion with registration emails; rewrote and redesigned the emails to reduce help desk calls.

Senior Graphic Designer

Web-sites.com | Remote / Andrews, NC | Oct 1999–Dec 2011

Designed websites and print collateral for clients; specialized in branding and marketing for small wineries.

- Delivered custom visual identities, product labels, marketing materials, and client websites.
- Partnered directly with business owners and marketing managers to translate brand vision into engaging designs.

SKILLS

Design and Production Tools: Adobe Creative Suite (Photoshop, Illustrator, InDesign), PowerPoint, Canva, CapCut, Midjourney

Workflow and Other Tools: Workfront (admin role), Agile (product owner role), Google Workspace, Microsoft Office, Sitecore, Squarespace, Wix, ChatGPT

Design Skills: Brand development, content hierarchy, print and digital file preparation, photo retouching, vector illustration, logos, brochures, catalogs, websites, email headers and graphics, banner ads, infographics, social media graphics, large-format event graphics, promotional items, presentations, animation

Other Skills: Copywriting, proofreading, content organization, team management, fast turnarounds

EDUCATION

Bachelor of Science in Graphic Design, Keene State College, Keene, NH