





KIMBERLY SHANNON

UX & UI // GRAPHIC DESIGNER

CONTACT

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 kshannondesigns.com

EDUCATION

Kent State University

August 2015-2017

Masters in User Experience
Design (UXD)

Kent State University

August 2005 - May 2009

Bachelor of Art in Visual
Communication Design
Minor in Marketing

SOCIAL



PORTFOLIO

PROFILE

Enthusiastic, self-directed designer with a determined dedication to creating strong marketing collateral. Skilled in conducting studies and innovative designs that address a diverse interest and needs of clients. Possess outstanding communication skills; presents information in a variety of creative ways while emphasizing relevance design to the clients. Active team member who effectively collaborates with employees and establishes quality relationships with clients.

WORK EXPERIENCE

DIRECTOR OF MARKETING

Paladar Restaurant Group | July 2019 – Present

Manage marketing work flow for eight restaurants and oversaw the company's over arching marketing needs such as signage, website development, social media, strategic planning, and ROI on promotions conducted.

- Develop new marketing avenues to increase guest attendance and sales
- Create visual marketing strategy approaches for digital, mobile, website, print, member experience, sales and marketing assets
- Prepared marketing plans and presentations
- Present creative solutions that coordinate with the overarching brand and develop marketing campaign goals and strategies
- Developed UX/UI design and performed testing for new website for Bomba
- Perform on-line media planning for websites, eblasts and social media
- Competitor audits on current restaurant trends in the market
- Lead of the budget, development, implementation, and analysis of all digital activities, including social media, websites, on-line ordering platform and ensuring optimized user experience
- Launched loyalty program marketing strategies, promotions and tracked loyalty members data to help increase our following
- Manage all in-restaurant and event signage, promotional materials and packaging to ensure a focused brand strategy that appeals to the guests
- Launched ad campaigns across paid social & paid search platforms. Analyzed campaigns successes and social media engagement data.



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SKILLS

PROFESSIONAL

Punctuality
Goal Setting
Meeting Deadlines
Communication
Organization
Prioritization
Brainstorming
Problem Solving
Team Building

TECHNICAL

UX & UI Design
Adobe InDesign
Adobe Illustrator
Adobe Photoshop
Adobe XD
Proto.io
Splice
Hootsuite
Personica
Microsoft Office

WORK EXPERIENCE CONTINUED

DIRECTOR OF MARKETING

Passov Group | June 2015 – July 2019

Managed work flow in the marketing department for all divisions of Passov Group, including Branding, Investment and Property Management

- Oversaw company's marketing and branding division and managed oversight of graphic design team
- Lead and managed a design team to assist with all marketing and branding
- Helped to train and educate on-boarding designers to assist in their learning approaches in the real estate industry.

GRAPHIC DESIGNER

Stark Enterprises | February 2012 - June 2015

- Rebranded the company's brand, identity pieces, and website
- Designed and maintained property collateral, property e-Newsletters, brochures, signage and website design
- Launched a new restaurant company, Enso: Rolls and Bowls
- Created logo designs, identity, interior design, packaging & website designs
- Designed Facebook collateral, store signage and the new line of Frozen Yogurt Cakes collateral for Menchie's Frozen Yogurt in Northeast Ohio

GRAPHIC DESIGNER

Developers Diversified Realty | January 2009 - February 2012

- Re-branded company from Developers Diversified Realty to DDR Corp.
- Designed concepts for real estate collateral, including direct mailers, e-Newsletters, brochures and newsletters
- Constructed strong company branding identification pieces, along with company charitable campaign work for various charities. Major projects included The United Way, which raised well over \$52,000 in donations; Back in the Swing, which helped raise money for Breast Cancer awareness survivors at shopping centers around the country.