



KIMBERLY MCKAY

Illustration & Design



www.kimberlymckay.ca

519-302-3232

kimberlymckay@gmail.com

EDUCATION

Post Diploma, Interactive

Multimedia,

Multimedia Project Management

Sheridan College

B.A., Specialized Honours,

Fine Art/ Art History,

University of Guelph

SKILLS

MAC / WINDOWS OS

ADOBE CREATIVE CLOUD

Illustrator, Photoshop, InDesign,

Dreamweaver, & Acrobat

MICROSOFT OFFICE

Word, Excel & Powerpoint

WEB DESIGN

HTML, CSS & Dreamweaver

Word press

EQUIPMENT

Digital Cameras, Scanners,

Large Format Printers,

Wacom & Huion Tablet, iPads

QUALIFICATIONS

- 21 yrs graphic design experience including print, web, packaging, signage & exhibits
- 16 yrs prepress production & file preparation of a myriad of consumer products and corporate collateral
- Excellent typographic, layout, design, and illustration skills
- Strong attention to detail
- Experience working on and tracking multiple projects simultaneously
- Excellent verbal and written communication skills
- Highly skilled user of Adobe Creative Suite including InDesign, Illustrator, Acrobat & Photoshop
- Efficient user of Windows & Mac OS
- Experienced user of Microsoft Office Suite
- Post-Diploma Interactive Multimedia, with extensive courses in web design and project management

PROFESSIONAL EXPERIENCE

2011-present Senior/Lead Graphic Designer A-Line Greeting Cards

- Developed and designed new greeting card and ancillary product for major US & CAN retail stores
- Created sales flyers, slides for presentations, sales tools for trade shows such as posters, signage and mock-ups
- Created annual print & web store catalogs for Christmas & Everyday products
- Created product packaging & labels for major retail chains
- Created corporate collateral including business cards and promotional items for businesses
- Creation of retail display units and in-store signage
- Designed product logos and brands

2002-present Freelance Graphic Designer & Illustrator

- Designed & illustrated greeting cards, stationery and various merchandise for major US & CAN retail stores
- Designed & illustrated 7 children's books for Pemmican Publications & Book Surge
- Designed award-winning logos, business cards, corporate collateral and promotional items
- Developed and designed company websites

2004-2006 Senior Graphic Designer & Illustrator Premier Greetings

- Designed and illustrated new greeting card product for major US & CAN retail stores

2008-2010 Art Instructor, Illustration Cambridge Centre for the Arts

1999-2002 Secretary, School of Fine Art and Music University of Guelph