

KIBBE EDWARDS

ART DIRECTION • GRAPHIC AND WEB DESIGN • ASSET MANAGEMENT • CONTENT DEVELOPMENT



CONTACT

Based in Greater Boston
508-215-9730
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PORTFOLIO

livinginkdesign.com

SKILLS

Advanced Adobe Creative Suite
Photoshop
Illustrator
InDesign
Bridge
Dreamweaver
Fireworks
Advanced HTML/CSS
Wire-framing
UI/UX Design
Responsive and Adaptive Design
Content Management Systems
Email Design and Code
Email Service Providers
Art Direction
Photography
Editorial Content Design
Print Design & Production
Digital Asset Management
eCommerce
Project Management
Section 508 Accessibility Standards

EDUCATION

Clark University
Certificate: Graphic & Web Design
1999

Westfield State University
Bachelor of Arts - Communications
1995

SUMMARY

A seasoned manager and art director with freelance and agency experience in a variety of industries including multi-channel retail, fashion, branding, and recruitment. I have proven my abilities to establish creative and marketing objectives, maximize productivity, and deliver final creative executions on time and on budget. I have led teams and worked independently to develop and design websites and digital content, email templates and marketing creative, logo families, corporate identity packages, periodicals, digital and print advertising, packaging, multi-media, and much more.

SENIOR ART DIRECTOR - GRAPHIC AND WEB DESIGNER

Strategic Communications Inc., Natick MA | September 2017 - Present

- Direct all phases of creative projects, from concept to completion.
- Creative lead for a variety of projects including magazines, annual reports and websites with an emphasis on Section 508 Accessibility standards.
- Liaise with clients and vendors to ensure all executions are at specs, on-brand and on-strategy.
- Work with internal teams to estimate costs, develop budgets, and manage assignments and external staff.
- Streamlined creative team workflow by creating and refining project management process and documentation.
- Created company-branded best-practice deliverables to educate clients on workflow process and project requirements.

SENIOR ART DIRECTOR - DIGITAL ASSET & STUDIO MANAGER

C & J Clarks America, Waltham MA | February 2015 - August 2017

- Supervised the work of a small creative team and the daily operations of a busy photo studio.
- Coordinated the production of approximately 300 product videos, 50k image captures and 90k outputs annually.
- Directed and executed the design and coding of over 350 email messages annually.
- Creative and production lead for wire framing, prototyping and testing of digital content and interfaces.
- Implemented a set of comprehensive production and tracking processes to monitor and maximize efficiencies and productivity.
- Monitored production schedules while adhering to assigned budgets.
- Mentored new members of design and production staff during on-boarding.

ART DIRECTOR

C & J Clarks America, Waltham MA | April 2010 - February 2015

- Directed all phases of digital creative projects, from concept to completion.
- Creative lead for the build and launch of multiple ecommerce websites.
- Spearheaded creation of in-house photo studio, resulting in greater abilities to produce brand creative and stabilizing costs.
- Created design templates and detailed specs to ensure consistent final executions.
- Liaised with internal clients in marketing to execute collateral creation projects.
- Collaborated with vendors to ensure style consistency with other marketing materials.

GRAPHIC DESIGNER

C & J Clarks America, Waltham MA | February 2008 - April 2010

- Designed new on-brand visual elements to effectively convey concepts and messaging.
- Maintained consistent use of graphic imagery in materials and other marketing outreach.
- Formatted text and graphics for catalogs, websites, newsletters and other materials.
- Generated new ideas with limited direction and varied internal client needs.
- Presented projects to internal clients.

GRAPHICS MANAGER & DESIGNER

Entercom Boston, Brighton MA | November 2005 - February 2008

GRAPHIC DESIGNER

Action Unlimited, Acton MA | December 2003 - November 2005