

KIM VISCUSO

kimberly.viscuso@gmail.com
203.520.0153

[SKILL & EXPERTISE]

Adobe Creative Suite
Microsoft Office
Art Direction
Leadership
Typography
Photo Manipulation
Information Design
Brand Strategy
Logo Design
Organization

[SOME CLIENTS]

St. Regis
Westin
Sheraton
W Hotels
Unilever
Bayer
KIND
Meredith
Ferrero
Abbott
Newell
Boston Beer Company
SC Johnson
Wells



[WHO AM I]

I'm just a girl who loves to design! With 16+ years of experience at agency and in-house creative shops growing brands through creative problem-solving with leadership, art direction and design.

[EXPERIENCE]

associate creative director | 2017 to present

senior art director | 2012 to 2017

art director | 2007 to 2012

junior art director | 2006 to 2007

ADVANTAGE UNIFIED COMMERCE

(formerly EDGE Marketing & Integrated Marketing)

- Develop and execute creative shopper marketing and consumer promotion materials for Agency, Client and New Business initiatives including campaign concepts, key visuals, digital ads, social media, e-mail blasts, microsites and point-of-sale
- Collaborate with copywriters, developers, strategic planners, account directors and production team members, from conception to completion, to successfully achieve brand objectives
- Mentor and direct junior staff members through project execution
- Present design and strategic thinking to both internal and external clients
- Support creative direction and expectations for specific projects to ensure they fit the client, brand, retailer and overall business objectives, and are cohesive across the entire campaign

freelance graphic designer | 2004 to 2006

freelance photography intern | 2003 to 2004

STARWOOD HOTELS & RESORTS

- Work directly with art director on high-profile clients to design collateral, print ads, brochures, posters, newsletters, invitations, web banners and buttons, amenities, promotions and presentations
- Re-imagine brand identity and tone for Westin brand, including all in-room collateral, language and front desk uniforms
- Retouch images from film and digital resources and execute map and floor plan, illustrations according to brand standards.
- Work on internal web-based database, enter in image information and resize images for specific requested size

[EDUCATION]

bachelor of fine arts, graphic design | 1999 to 2003

KEENE STATE COLLEGE, keene, new hampshire