

Personable and easy to work with, my attention to detail, precision, and organizational skills produce successful, visually impactful campaigns.

### Portfolio

[kimcortes.com](http://kimcortes.com)

### Skills

Adobe CC: Photoshop, Illustrator, InDesign, Acrobat Pro, After Effects, Adobe Media Encoder

Other: HTML, CSS, JS, Ceros, FTP, CMS systems, Microsoft Word, Powerpoint, Excel, Keynote, Pages, Numbers, Google Sketchup, Epson 9800 Pro, ColorRIP

### Education

Franklin & Marshall College, Lancaster, PA – Bachelor of Arts, 2005

School of Visual Arts, New York, NY – Continuing Education, Spring 2010

The Center for Book Arts, New York, NY – Book Making, July 2004

### Commercial Art Director, May 2015–Current

The Guardian News and Media, NYC office

Art director for Marketing Solutions team of The Guardian US offices. Day-to-day responsibilities span from ideating and creating branded content for The Guardian Labs studio to leading visual brand direction for all US commercial divisions.

- Integral member of both pre-sales and post-sales to create bespoke marketing concepts. With marketing directors, project management, and branded editorial, create co-branded campaigns that consider both story and format to target the client's goals and feel native to the publication's readership and platform
- Assist sales and account managers through extensive knowledge of product capabilities, creating advertisement mocks of high impact offerings and designing client ads for production
- Client-facing throughout marketing programs – able to communicate and work with brands and agencies to deliver successful campaigns
- Comfortable working with editors and writers to refine content pieces to create narratives that keep UI and UX at forefront
- Responsible for art direction, photo editing and design of all Guardian Labs US content
- Commission and direct independent contractors – including illustrators, photographers, and motion graphics artists – to infuse campaigns with a range of creative influences
- Responsible for development and deployment of bespoke interactives onto CMS platform. Knowledge-base of HTML, CSS and JS creates flexibility for the studio to complete work in-house or contract freelance developers
- Work with project management to deliver on schedule and to rework production timelines to create efficiencies for condensed programs
- Ideate and create new branded content offerings to take to market
- Lead publication's brand presence by designing sponsorship marketing offerings, presentation templates, and trade marketing materials
- Contributor to global marketing improvements. Spearheaded collaborations with both UK and Australian Guardian Labs offices for better communications and to streamline content efforts
- Constantly brainstorming improvements to all commercial offerings for both US market and global OKRs. This includes working with newsroom editorial to refine ideas so readership trust remains high and audience experience is not impacted negatively
- Other responsibilities include: working with US CEO on presentations to global management and trustee board; support US reader revenue efforts; work with Ad Ops on FTP upload and file management; meet with newsroom visual journalist for design reviews and feedback

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The Center for Book Arts, New York, NY – Book Making, July 2004

**Freelance Graphic Designer, January 2011–May 2015**

Kim Cortes Designs, New York, NY

Work with companies to achieve design and branding goals and help develop overall brand strategies. Specialties include logo design, print design, web design, web development, photography, photo retouching, typesetting, package design, and visual merchandising.

**Associate Graphic Designer, October 2010–Jan 2014**

Katja Maas Design, New York, NY

Designer specializing in web design, Wordpress templates, HTML coding, CSS stylizing, and custom e-mail newsletter templates. Other duties include interior and architectural design, photo retouching, print design, and art directing.

**Head Graphic Designer, September 2009–June 2011**

Tekserve, New York, NY

Lead of in-house design team supporting all departments, including corporate sales, SMB sales, retail and web store. Manage team to produce all corporate/SMB sell sheets, in-store merchandising, retail sales materials, weekly promotional e-newsletters, window displays, web store graphics, and newspaper advertisements. Coordinate with project managers, media planner, outside media production departments, and local printing presses to synchronize production of all marketing materials and deadlines.

**Junior Graphic Designer and Visual Merchandising, 2006–2009**

Tekserve, New York, NY

Design and maintain merchandising signage as well as in-store merchandising and product placement. Create promotional fliers, posters, and digital displays for all sales, seminars, and special events. Responsible for weekly advertisements in local papers and the printing, maintenance and display of all large format promotional materials.