



kim
spencer
DESIGNER

804.248.8328
me@kimspencer.net
www.kimspencer.net

Philosophy It is the role of the designer to work in collaboration with the client to create intelligent, concise, and clear visual communications. Designers are problem solvers, educators and storytellers. Design has the ability to empower, enrich, and most importantly, to incite change. A mindful designer utilizes all of these components to create a purposeful whole.

Work Experience

Principal/Creative Director

Protozoa Design

January, 2011 to present

- Developing identity systems, web sites, print and exhibition collateral for companies across the country.
- Contracting with local agencies on small to medium projects

Web Graphic Designer

University of Richmond

March, 2004 to January, 2011

- Creates sustainable design systems for the University's web site and online collateral that supports the branding and strategic plan
- Designs online marketing that includes advertising, mini-sites and HTML emails
- Insures visual consistencies in design, photography and logo usage for the University's web presence by creating and maintaining policy and processes
- Schedules and manages photographers and photo shoots to supplement image library
- Manages digital assets for the University for use by key administrative staff
- Works with clients on multiple types of web based projects that includes assessing the client's needs, suggesting options, creation of time lines, site architecture, design, content development and supervision of any required vendors
- Creates guides and workshops for campus units to insure a clear understanding of the University's web design systems and proper usage of assets

Graphic Designer

Freelance

September, 2003 to August, 2007

- Created web sites, logos and print collateral for a variety of start up companies

Web Designer, E-Marketing Account Manager

Concepts Direct Inc./eCDImail

April, 2001 to August, 2003

- Designed, developed and managed e-marketing accounts
 - Worked directly with clients on web design, marketing strategy and overall project development
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Teaching Experience

Adjunct Professor

Department of Graphic Design, School of the Arts

Virginia Commonwealth University

January, 2011 to present

- **GDES: 346 Visual Narrative I**
Covering the principles of sequential design using image and text
- **GDES: 366 Visual Narrative II**
Building on principles covered in Visual Narrative I, students create an 8-15 minute documentary
- **GDES: 491 Design & The Language of Interactive Media**
Methods of utilizing cinematic language in an online interactive environment to evoke an emotional response

Adjunct Instructor

Department of Art & Design, School of Liberal Arts

Virginia State University

August, 2010 to present

- **VCAD: 401 Web Design II**
Focus on advanced web design techniques and methodologies, usability, design fundamentals, organizing and presenting large amounts of content, team dynamics, and jquery application deployment
 - **VCAD: 217 3D Methods & Materials**
Creative process, concepting, critical thinking and analysis while developing three dimensional art using various materials and techniques
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Education

Masters of Liberal Arts, Film Studies

Focus: The visual communication of Film Noir as it evolved from the Romantic Gothic novel

University of Richmond - August, 2010

Bachelor of Fine Arts, Communication Design

Virginia Commonwealth University - May, 2002

Bachelor of Fine Arts, Crafts

Emphasis: Glass working and Furniture Design

Virginia Commonwealth University - August, 1997

Internship

Pearson Glass Studio - 1995 to 1996



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Technical

Thorough knowledge of:

Photoshop
Illustrator
Bridge
Fireworks
Dreamweaver
Final Cut Pro

CSS
XHTML
Wordpress, Moveable Type,
Tumblr and Blogger theme
customization
Google Analytics
Expression Engine

SEO
information architecture
Usability
Social media integration
Agile methodology
Video production
Photography

Working knowledge of:

InDesign
Flash
General knowledge of:
Javascript
Action Script
PHP

Community Engagement

Vice President

AIGA Richmond
July, 2011 to present

- Direct assistant to the chapter president
- Leading initiative to implement and execute high school mentorship program
- Developing series of online design exhibitions/competitions

Volunteer

Victory Farms, Inc. CSA: Monument Avenue Farmers Market
June, 2010 to October, 2010

Judge

Annual Student Juried Show
Virginia State University
March, 2010

Brain Trust (Web)

CreateAThon on Campus
Virginia Commonwealth University
March 2010, March 2009

Exhibition Designer and Coordinator

AIGA Richmond: Design & The American Vote
February, 2009

- Developed proposal to secure venue
- Designed the exhibition
- Coordinated AIGA Richmond board members and volunteers to assist in the preparation and execution of the installation
- Secured and coordinated guest speaker, Khoi Vinh (Design Director, NYTimes.com) to highlight the exhibition

Graphic Design Department Advisory Board

Piedmont Virginia Community College
2008 to present

Signage/Promotional Designer

AIGA Richmond: Metro Modern Happy Hour
October, 2007

President

AIGA Richmond
July, 2007 to June, 2009

- Oversaw a volunteer board that consisted of 10-14 members
- Developed communications strategy (both design and scheduling) for promoting the chapter and chapter events that maintained the brand strategy of AIGA
- Worked with board members to develop immediate and long term goals for the chapter and realistic means to attain them
- Documented process and established an archival system for future boards to maintain a history and knowledge base for the chapter
- Facilitated a strong, positive morale and camaraderie among board members
- Assisted in the coordination of publications, meetings and events, provided guidance, facilitation and manual labor

New Media Coordinator

AIGA Richmond
July, 2006 to June, 2008

- Developed new chapter web site by utilizing a content management system and customized templates provided by the national office while integrating the merchant account to provide seamless event registration for the design community
- Maintained chapter web site
- Coordinated with the President and other board members to create and execute monthly e-newsletter
- Created and executed promotional email campaigns
- Provided general support and assistance with chapter events

Information Desk Attendant

Virginia Museum of Fine Arts: Splendors of Ancient Egypt
1999

Gallery Assistant

Virginia Commonwealth University: Anderson Gallery
1996



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Continuing Education

Adobe Photoshop CS3: Advanced Design

TECHEAD
Richmond, Virginia
November, 2008

Adobe Illustrator CS3: Advanced Design

TECHEAD
Richmond, Virginia
October, 2008

Culinary Arts Certificate

University of Richmond
Richmond, Virginia
June, 2007

Writing for the Web

Flair Interactive Services, Inc.
Richmond, Virginia
May, 2007

Information Architecture & Usability Workshop

Flair Interactive Services, Inc.
Richmond, Virginia
March, 2007

Adobe InDesign CS2 Seminar, Level I

TECHEAD
Richmond, Virginia
March, 2007

Flash Video Development

TECHEAD
Richmond, Virginia
September, 2006

Advanced Flash Design

TECHEAD
Richmond, Virginia
August, 2006

The Brand Gap

AIGA Charlotte
Charlotte, North Carolina
September, 2004

Strategic Project Management

University of Richmond: Management Institute
Richmond, Virginia
Fall, 2004

Branding Strategies, II

University of Richmond
Richmond, Virginia
Fall, 2004

Branding Strategies, I

University of Richmond
Richmond, Virginia
Fall, 2004

Fundamentals of Glass Blowing

The Studio at The Corning Museum of Glass
Corning, New York
Spring, 1996

Speaking Experience

Starting a Graphic Design Business

AIGA VSU Student Group
September 2011

“Avoiding the PDF”

AIGA Richmond: Coffee Talk
December 2010

“AIGA Richmond, Eighteen Years in the Making”

AIGA Richmond: GRADES
March 2009

“Getting the Most Out of Your Membership”

AIGA Richmond: Annual Members Meeting
November 2008

“The AIGA/Student Relationship, Making the Most of It”

AIGA Richmond: Student Meet n Greet (VCU, VSU, PVCC)
Fall 2008

“Looking to Our Future While Embracing Our Past”

AIGA Richmond: Annual Members Meeting
August 2007

Memberships

GRCC | Greater Richmond Chamber of Commerce

AIGA | the professional association for design

Virginia Museum of Fine Arts

Certifications

SWaM | Small, Women- and Minority-owned Business

eVA Network

Ariba Network



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Conferences

Richmond Unite #DSRPT11

Richmond, Virginia
September, 2011

i.e.*

Richmond, Virginia
June, 2011

EdUI

Charlottesville, Virginia
November, 2010

AIGA Leadership Retreat

Omaha, Nebraska
May, 2008

AIGA Leadership Retreat

Miami, Florida
June, 2007

How Design Conference

Las Vegas, Nevada
June, 2006

Flash Forward

New York City, New York
July, 2005

AIGA Gain

New York City, New York
October, 2004

Flash Forward

New York City, New York
July, 2004

Glass Art Society

Asheville, North Carolina
June, 1995

References

Excellent references available upon request