

Kim Mosberger

Graphic | Web | UX | Brand

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theillustratedbrand.com

Denver, CO

EDUCATION

Bachelor's of Fine Art University of Missouri

- Photography and Design emphasis
- Art History and Architecture minor
- International Experience: Jeollanam-do Provincial School, South Korea, Lead Instructor

Associates of Art Longview Community College

SKILLS

Adobe Creative Suite



Sketch



HTML + CSS



Wordpress



SERVICE

Broomfield Soccer Club

- Coach U8-U11 girls

WIMG Diversity & Inclusion Advisory Board

- Collaborate with executive leadership to address social injustices and improve diversity initiatives within the company

WIMG Design Review Board

- Offer design critiques across interdepartmental initiatives

EXPERIENCE

What If Media Group (WIMG), 2015 - Present User Experience Designer II

Senior Branding Designer, 2018
Digital Branding Designer, 2017
Creative Designer, 2015

- Lead 4 designers and 5 content writers to develop, improve, and maintain company design standards across multiple digital platforms
- Oversee the user-centered development and maintenance of 90+ websites/brands while launching new initiatives for different company objectives (average of 8 brands/quarter)
- Launch and scale a web monetization initiative that has resulted in an additional \$50K/quarter (to date) through website monetization
- Manage and design company creative materials including corporate website, pitch decks, and internal/external marketing graphics
- Mentor and develop a training process for junior designers on WordPress development, search engine optimization (SEO) strategies, ADA accessibility, CCPA regulations, and industry best practices

360 Spectrum Designs, 2011 - 2020 Owner

- Developed and designed logos, websites, and print media for small businesses
- Spearheaded design consistency across print and digital marketing materials to strengthen brand identity for clients
- Run design sprints to design customer-facing digital products to improve process and productivity

Digital Formation, 2013 - 2015 Administrator

- Prepared analytical reports for clients to assess land viability and opportunity
- Designed and executed marketing materials for trade shows, pitch decks, and digital conferences
- Maintained client relationships through consistent follow-up and additional information about company resources