

I am a highly motivated Designer and Art Director with a track record of proven results, strategic problem-solving, solid teamwork, and the ability to follow through from concept to production. With extensive expertise I can help to build brands, and achieve engaging, and effective design experiences.

#### QUALIFICATIONS :

Excellent art direction, project management, and client interaction skills

Proven capability designing for and managing brand identity, business systems, print and online communications, social media, icon and illustration systems, event signage, product packaging, websites, and more

Ability to execute press checks, creative briefs, print bids, and corporate brand guidelines

Expertise in Adobe Creative Suite, and Microsoft Office. Highly conceptual and detail-oriented process, producing a wide range of elegant design solutions

#### DESIGN EXPERIENCE :

CURBSIDE (retail mobile app) - Palo Alto, CA Senior Designer Consultant — 10/14-Present

As marketing designer, concept retail signage environments, evolve illustration library, design multitiered email marketing campaigns, marketing collateral, Keynote pitch presentations, and provide support for mobile app development. Extend branded experiences across print and digital media.

BOARDVANTAGE (cloud software) - Menlo Park, CA Senior Designer/Art Director Consultant — 3/14-6/15

Led the evolution of print and digital brand development. Designed new corporate branding, executed design of landing pages, email campaigns, advertising and all marketing collateral.

DECCA DESIGN - San Jose, CA Senior Designer/Art Director — 1/12-3/14

Designed direct marketing programs, corporate identity, ad campaigns, social media presence, infographics, emails, multimedia, and website development. Concepted PowerPoint presentations, structured marketing pieces, and event signage. Mentored designers and provided art direction on multiple projects.

ROBERT HALF (staffing) - Menlo Park, CA Art Director — 9/10-12/11

Brand management and development for three staffing divisions; OfficeTeam, Robert Half Legal, and The Creative Group (TCG). Led the new brand rollout for TCG; determined evolving brand standards and adapted the new look and feel for print, online, and social media. Directed designers in adherence with brand standards and led concept development for marketing campaigns with multiple media components.

CISCO WebEx (online meetings) - Santa Clara, CA Senior Designer — 1/09-9/10

Concept development for corporate e-communications and Web campaigns. Designed microsites, landing pages, a mobile user interface, emails, social media, and supporting print materials. Developed high-level style guides, evolved the look and feel of the WebEx website, and engaged in the visual evolution of the WebEx brand.

LARSEN DESIGN OFFICE - Menlo Park, CA Contract Senior Designer — 3/08-12/08

Contributed to the design development of the Applied Materials brand. Projects extended to event signage, print, posters, and a corporate overview brochure that was featured in the March/April 2010 issue of *Communication Arts*.

IDEO - Palo Alto, CA Contract Designer — 1/08-3/08

Collaborated with project managers to develop a conceptual process book designed to promote the benefits of more productive work environments designed by IDEO.

KIMBERLY BELL AGUILAR : GRAPHIC DESIGN & ART DIRECTION  
650.823.6121 : KIMBERLYBELL.COM

ORACLE BRAND + CREATIVE - Redwood Shores, CA Senior Designer — 12/04-1/08

Developed the winning concept for the 2007 Oracle OpenWorld event, extending to all marketing, advertising, print, environmental, and video motion graphics and reaching 45,000+ on-site participants at Moscone Center.

Executed creative campaigns for Oracle OpenWorld 2006; design concept and execution of sponsor-funded booth signage, software demo kiosks, event tickets, print collateral, and T-shirt designs for participants. Designed Oracle Database Software packaging for Japanese and domestic markets. Extended and developed Oracle brand strategy through marketing collateral, C-level brochures, product packaging, and international events.

GWEN FRANCIS DESIGN GROUP - Los Altos, CA Designer — 12/03-12/04

Developed boutique design solutions for logo identities, personalized stationery systems, wedding invitations, brochures, websites, a wine label, and retail signage.

BeDESIGN - San Rafael, CA Contract Designer — 5/03-12/03

Was part of the collaborative design team competing in the product package design contract with Hewlett-Packard. Contributed to the refinement of both the early packaging concepts and the design adaptation of the final concept chosen by HP. The new packaging launched in May of 2004.

TRACTOR STUDIOS - San Francisco, CA Contract Designer — 1/03-5/03

Designed and refined identity systems, logos, datasheets, and websites for a wide range of industries.

VANDERBYL DESIGN - San Francisco, CA Junior Designer — 12/01-4/02

Designed the stationery system, hardbound brochure book, and showcase portfolio for The ArtCouncil, a non-profit organization that promotes emerging fine artists and supports arts education. The brochure book appeared in the November 2002 awards issue of *Communication Arts*.

#### A D D I T I O N A L   E X P E R I E N C E :

FAWCETTE TECHNICAL PUBLICATIONS - Palo Alto, CA

Associate Art Director, The Development Exchange website — 1995-1999

Designed and provided creative direction for devx.com, the primary community resource for Visual Basic developers. Designed logos, animated banner ads, marketing promotions, and industry magazines. Managed freelancers, scheduling, marketing efforts and printing.

ADOBE SYSTEMS INC. - San Jose, CA

Junior Designer — 1994

Designed a series of interactive user interfaces for the 1995 Acrobat 2.1 promotional CD.

#### E D U C A T I O N , T R A I N I N G , A N D A W A R D S

1987 University of Oregon, Eugene – B.S. Social Psychology

2001 California College of The Arts – B.F.A. Graphic Design with distinction

2001 Graphic Design Internship; Enterprise IG, San Francisco, CA

2002 *Communication Arts* Award of Excellence – Institutional Brochure/ Vanderbyl Design

2010 *Communication Arts* March/April Issue – Corporate Annual Brochure/ Larsen Design Office

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*Additional credentials and references available on request.*