

KIM EGNER

hello@kimegner.com | 512-796-0794 | www.kimegner.com

SUMMARY:

I'm passionate about telling visual stories that reflect the unique mission and history of every brand. With a wide breadth of experience in design, illustration, art direction, and UI, I specialize in building cohesive brands that engage and excite their users.

TOOLS:

Adobe Creative Cloud
Illustrator
Photoshop
InDesign
AfterEffects
Cinema 4D
Microsoft Office
Sketch + Invision
HTML & CSS
Javascript

EDUCATION:

Oklahoma City University
Bachelor of Arts
Advertising
May 2008

TRAINING:

Human Centered Design
IDEO and +Acumen

UX Fundamentals
Aquent

ALLIANCES:

AIGA
Women in Digital
The Freelance Association
SCBWI Austin

EXPERIENCE:

Art Director | Fiercely Visual **Apr 2017 - Present**

- Established a boutique design studio that specializes in branding, illustration, environmental design, and packaging.
- Led the brand refresh of a veterinary medicine franchise to prepare for a nationwide expansion, which included a new and improved style guide, print marketing, and environmental design.
- Partnered with strategy and development experts to transform a financial website into a powerful leads tool. This involved iterations of process flows, design, and testing to interpret behaviors / drive results.
- Designed a line of apparel graphics and accompanying packaging for an award-winning group fitness brand.
- Created original iconography and illustrations to support brand narratives for a broad range of print and digital media.
- Select clients: Camp Gladiator, Archer Malmo, Thrive Vet Care, Corvus, Aspen Heights, Far West Capital, Bravarro, and Generali Worldwide.

Designer | Bazaarvoice **Jan 2014 - Apr 2017**

- Delivered creative to drive engagement and enthusiasm for thought leadership and demand generation content.
- Created a high volume of illustrations, infographics, booklets, landing pages, print and digital ads to support Marketing and Product teams.
- Art Direction for BV101, a workshop series for the Bazaarvoice Summit. The workshops later became a nationwide traveling series.
- Served as Lead Designer on select global marketing programs, ensuring high quality of execution across print and digital channels.
- Designed a 30-foot 3D wall installation for the new Bazaarvoice HQ.
- Designed print materials and presentations for annual events such as BV Summit, SXSW, Client Advisory Board, and global All Hands.

VOLUNTEERING:

The Awesome Foundation
Redemptive Work
Creative Mornings
Austin Rowing Club

INTERESTS:

Competitive Rowing
Hiking & Backpacking
Watercolor / Pen & Ink
SCUBA Diving
Ceramics
Travel

SOCIAL:



EXPERIENCE (CONTINUED):

Graphic Designer | ZACH Theatre **Jan 2013 - Oct 2013**

- Designed across a broad range of mediums, including multi-touch email campaigns, website, interactive screens, and special events.
- Created class brochures, posters, playbills, and outdoor signage.
- Designed logos for Children's productions and special events, using subtle elements of the shows to influence design directions.
- Created weekly HTML emails and designed landing pages.

Graphic Designer | Bigcommerce **Apr 2012 - Oct 2012**

- Supported Acquisition, Sales, and Business Development teams with high impact content and presentations.
- Illustrated compelling narratives to support the Bigcommerce team throughout the sales cycle.
- Supported the Lead Designer on the 2012 Bigcommerce rebrand. Oversaw the visual style, design, and layout of all creative produced in the Austin office, including illustrations, infographics, social, data visualizations, and apparel design.

Designer & Copywriter | Baby Acapulco **Sep 2010 - Sep 2011**

- Established a visual design system to effectively communicate Baby Acapulco's brand identity.
- Created promotional materials for Baby A's events, including concert posters, weekly specials, and seasonal celebrations.
- Designed and produced all in-store print materials, including menus, table tents, t-shirts, and banners.
- Oversaw the Baby A's blog, social media, and email marketing.