

KIM MCLEAN

Monument, CO | 720-490-8725

kim@kmcleandesign.com | www.kmcleanfolio.com

PROFESSIONAL SUMMARY

Highly creative and multi-talented **Graphic Specialist** with over 20 years of experience delivering beautifully crafted, on-brand digital and print assets to bring client stories, events and campaigns alive. Expert at translating brand guidelines into clean, clear visuals across social media, sales enablement, and events. Proven track record of managing high-volume project lifecycles from concept to final delivery within fast-paced, deadline-driven environments.

CORE COMPETENCIES

- **Production Design:** Brand Systems & Guidelines, Sales Decks, Social Media Visuals, One-Pagers, Event Signage, Typography, Visual Hierarchy.
- **Technical Skills:** B2B SaaS (*Google Drive, Figma, Canva*), Adobe Creative Suite (*InDesign, Photoshop, Illustrator*), CMS/web tools (*WordPress, Wix, Shopify*), AI Platforms (*Chat GPT, Firefly, Gemini*).
- **Soft Skills:** High-Volume Execution, Cross-functional Collaboration, Rapid Iteration, Detail-Oriented Production.

PROFESSIONAL EXPERIENCE

Freelance Graphic Designer | K.mclean design | Remote

2002 – Present

- Execute comprehensive brand identities and high-output production assets for 50+ clients, maintaining 100% consistency across digital and print surfaces.
- Produce high-quality graphics for social media, sales enablement, and landing pages, optimizing imagery for various web platforms.
- Collaborate cross-functionally with art directors and content creators to meet tight deadlines for dynamic marketing campaigns.
- Manage full production lifecycles, organizing shared design libraries in Figma and Canva to ensure seamless handoffs to external vendors.

Senior Graphic Designer | Laser Letters | Easton, MD

2000 – 2002

- Directed high-volume studio production, delivering 20+ creative projects weekly while maintaining rigorous quality-control standards.
- Partnered with printing teams to oversee the technical accuracy of physical marketing collateral and event assets.
- Iterated on designs based on direct client feedback, ensuring final deliverables aligned with brand goals and clarity.

GIS Cartographer | 3Di Technologies | Easton, MD

1998 – 2000

- Developed complex data visualizations and digital maps, focusing on clarity and information hierarchy.
- Collaborated with marketing to design large-scale event signage and expo booth assets.

EDUCATION

Bachelor of Arts (Geography/GIS) | University of Colorado, Boulder, CO