

KIM MCLEAN

GRAPHIC DESIGNER | PRODUCTION DESIGNER

St. Charles, MO | 720-490-8725 | kim@kmcleandesign.com | kmcleanfolio.com

PROFILE

Production-focused graphic designer creating polished digital and print assets for marketing, communications, events, and web. Skilled at applying brand standards, refining layouts, preparing production-ready files, and moving high-volume work from brief through final delivery. Collaborative, responsive to feedback, and comfortable working independently in remote, deadline-driven environments.

CORE SKILLS

Production: Print and digital production, resizing and versioning, image optimization, file preparation, quality control

Tools: Adobe InDesign, Photoshop and Illustrator; Figma; Canva; Google Workspace; WordPress; Wix; Shopify

Design: Brand systems, typography, layout, presentations, social media, one-pagers, event graphics, web assets

Workflow: Rapid iteration, asset libraries, cross-functional collaboration, vendor handoffs, deadline management

RELEVANT EXPERIENCE

Freelance Graphic Designer | k.mclean design | Remote

Selected recent client and production work

- Produce brand identities and high-volume marketing assets for more than 50 clients across digital, print, social media, presentations, events, and web.
- Translate brand guidelines and supplied content into clear, consistent layouts for sales materials, one-pagers, campaign graphics, landing pages, signage, and collateral.
- Prepare production-ready artwork by resizing and versioning assets, optimizing images, refining typography and hierarchy, checking specifications, and completing final quality-control reviews.
- Create and update reusable templates, shared design libraries, and organized asset systems in Figma and Canva to support efficient production and handoffs.
- Collaborate remotely with clients, art directors, writers, content creators, and outside vendors; incorporate feedback quickly while maintaining accuracy and visual consistency.
- Use Adobe Creative Suite and current AI-assisted tools, including ChatGPT, Firefly, and Gemini, to support ideation and production while retaining hands-on control of final design decisions and files.

SELECTED WORK

- **Brand and marketing:** Identity systems, campaign assets, sales collateral, social graphics, websites, and landing-page visuals
- **Print and events:** Annual reports, event programs, signage, trade-show materials, packaging, and production-ready vendor files

EDUCATION

Bachelor of Arts in Geography and GIS | University of Colorado Boulder