Kim Bauer

Kim.Bauer@tamuc.edu

Skills: Web Design, Graphic Design, Print Design, Project Management, Art Direction, Digital Video, UI Design, Digital Video, Photography, and Teaching

Technical Skills: Adobe Creative Suite, HTML5, CSS3, Responsive Web Design JavaScript Wordpress, Blackboard, Finalsite, XD, Dreamweaver, MyEmma, MailChimp, Captivate, After Effects, Adobe Premiere, Final Cut Pro, Photoshop, Illustrator, Flash, ActionScript, In-Design, Basecamp and Jira.

WORK EXPERIENCE
Webmaster Specialist
8/2019- Present
Duncanville ISD
Redesigned and built the district website. Train campuses on how to use the website. Teach and make sure the site is web accessible. Support graphic needs of communications department.

Instructor
7/2019-10/2020
Art Institute of Dallas
Taught in-person and online classes. Courses taught were in web design.

Instructor
1/2019-7/2019
Arizona State University
Taught two online Javascript courses

Graphic Designer
8/2017 – 3/2019
Town of Marana
Designed creative for campaigns from concept through delivery of final design files. Examples of assets include flyers, brochures, signage, web banners and social media ads.

Instructor
8/2016 -12/2016
Bunker Hill Community College/ University of Massachuetts Lowell
Taught and developed a web design course. Visual Design with HTML and CSS. Also taught Introduction to Graphic Design.

Media Producer

12/2015 – 8/2016
Cengage Learning
• Manage schedules and hands-on production for assigned digital products, including but not limited to websites, mixed media products (audio, video, and graphic media), and software in an Agile environment. Forecasts and tracks actuals of project timeline. Limited budgetary responsibilities.
• Interact with key stakeholders to understand specifications, content and delivery expectations.
• Facilitate communication upward and across project team- including project status, project schedules, justifications for variances, and technical information (architecture, design, specifications, and implementation objectives).

UI Designer
4/2015 -12/2015
Keurig
• Designed creative for digital marketing campaigns from concept through delivery of final design files. Examples of assets include emails, mobile, tablet and desktop landing pages, web banners and social media ads.
• Adhere to corporate branding standards in all visual expressions of the KGM brand.
• Support product launches with digital exposure.
• Designed creative for Keurig's partners which included Campbell's and Kohl's.

Web Specialist
1/2011 -4/2015
Duncanville ISD
• Designed user interfaces for school district responsive websites and app.

• Converted business requirements into user-centered design solutions.

• Designed brand elements, including logos, icons and developed brand standard guidelines documentation for district.

• Designed and coded responsive email campaigns and blasts to distribute district news and emergency communication using MyEmma.

• Developed sites utilizing HTML, CSS, JavaScript, JQuery, Flash, Adobe Creative Cloud, Adobe After Effects and SchoolFusion, a district-mandated CMS.

• Worked with Chief Communication Officer, Superintendent and other Administration management to determine project requirements and content.

• Presented designs for review to Administration stakeholders and integrated feedback into final products.

• Taught Web Design class to supplement existing high school program.

• Managed outside vendors, including film editor and videographer, for video projects.

PROJECT HIGHLIGHTS:
• Duncanville ISD mobile app (*primary communication tool for parent/teacher community*)
• Duncanville ISD style guide *(used for print, Web and other communications)*

Web Producer / Artist

8/2009-1/2011
Thomas Nelson Life Events

• Managed and developed several corporate Web sites, including social networking site using various Web tools and technologies (HTML, CSS, Adobe Photoshop, Adobe Illustrator, Adobe Fireworks, Ning and WordPress).

• Wrote and designed assets for Web sites.

• Designed user interfaces and user interaction to support corporate Web sites.

• Designed and coded HTML email campaigns and blasts using Lyris.

• Designed promotional media, including banner ads, for Web campaigns.

PROJECT HIGHLIGHTS:

• Holiday catalog *(including gathering requirements and managing project – including outside design staff)*

• Facebook campaigns *(developed interactive promotions and events for Facebook)*

• *Connections* social networking site *(managed project, gathered requirements, developed content strategy, developed graphic assets, managed copywriter and implemented final product)*

EDUCATION
B.A., Art
(emphasis in Graphic Design)
University of Texas, Austin

M.F.A., Computer Graphics
(emphasis in Interactive Media)
Pratt Institute, New York