

Kimberly K. Montgomery

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Technical Skills

e-Business transformation strategy
Digital branding and corporate identity
Marketing and communication strategies
Information architecture and human experience design
Graphical user interface design
Strategic account management
Strong knowledge of internet technologies

Professional Experience

Director of Brand Strategy
Web Design Group, Inc.
A member of divine interVentures Internet Zaibatsu family
Chicago, Illinois (1999-Present)

Primary responsibilities:

- Create and lead Brand Strategy Group, e-Business services
- Integrate and create advocacy within the organization for the importance of creative brand strategy in e-business
- Partner with clients to conduct business, industry and competitive analysis in order to create online business strategy which encompasses business logic, creative brand and marketing integration and technical application functionality
- Provide strategic account management and sales support throughout client relationships
- Ensure online strategy is applied throughout business application development
- Provide creative direction to the experience and interface design teams
- Conceptualize visual identity and graphical user interface with applied usability and human experience design

Senior Creative Director
digIT Interactive Inc.
Toronto, Ontario (1998-1999)

Primary responsibilities:

- Lead and develop creative team, ensuring design excellence and fostering team and individual growth
- Translate clients' organizational needs and communication objectives into creative business solutions
- Conceptualize and develop creative media for print and digital marketing campaigns
- Organize and create project timelines, budgets and production teams

Creative Director
Caught in the Web, Inc.
Toronto, Ontario (1997-1998)

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Primary responsibilities:

- Lead and develop creative team, ensuring design excellence and fostering team and individual growth
- Translate clients' organizational needs and communication objectives into innovative web-based solutions
- Execute site building in areas of coding and production

Creative Team Leader
Webco Press
Lapeer, Michigan (1997-1998)

Primary responsibilities:

- Lead and develop creative and production teams, ensuring design and production excellence and delivering print jobs to in-house press on time and within budget
- Conceptualize and develop creative media for traditional marketing campaigns, magazine and newspaper advertising
- All aspects of print production from pre-press to completion of web printing, cutting and folding
- Organize and create project timelines, budgets and production teams
- Create and maintain asset management program
- Oversee administrative reporting and creative billing

Designer
Creative Services, Inc.
Lapeer, Michigan (1992)

Primary responsibilities:

- Develop campaigns, corporate identity and annual reports
- All aspects of print production

Designer/Director
Intuitive Design
Lapeer, Michigan; Chicago, Illinois (1989-1997)

Primary responsibilities:

- Conceptualize and develop creative media for traditional marketing campaigns and corporate identity
- All aspects of print design and production from digital layout and pre-press to film

Education

School of the Art Institute of Chicago
Chicago, Illinois
B.F.A. Program, Visual Communication

Michigan State University
Lansing, Michigan
Michigan Press Association Design Workshop

Interests

Fast Company Group of Friends, Chicago
High-tech gadgets, reading, digital photography, travel