KIT CALDWEll

{ INTERACTIVE DESIGNER }

DESIGNER. GEEK. LOVER OF SUSHI
FASHIONISTA

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{ INTERACTIVE }

I make exciting interactive experiences . WOW is a daily goal. HTML + CSS = <3

{ USER EXPERIENCE }

I research, prototype, user flow, wireframe and make solid personas. Axure and Omnigraffle are awesome.

{ MOBILE }

I get responsive and adaptive design. Let's take design mobile!

{ GRAPHICS AND VIDEO }

I can make print and motion graphics. Me and AfterEffects are madly in love.

{ EXPERIENCE }

Skills/Software
Fireworks
Dreamweaver
Flash
Axure
Illustrator
InDesign
Photoshop
Premiere
AfterEffects
HTML
CSS
Articulate
Camtasia
Storyline

CMS
Relayware
Teamsite
Wordpress

Platforms
PC
Mac

Education
The Art Institute of Charlotte
Bachelor of Fine Arts (BFA),
Interactive Media
2008 - 2011

{ NBCUniversal }
Interactive Designer
Participated in the conception, design and final production of digital advertising and promotional materials for various fortune 500 brands for placement on www.nbcnewyork.com interfacing with sales, the marketing team and clientele to conceptualize client pitches, email campaigns, landing pages, mobile and kiosk designs – with an emphasis in web-based motion graphics using Adobe Flash, Photoshop, and Dreamweaver.

{ Lenovo }
User Experience Designer | Associate Course Developer
April 2012- April 2013

Directed the user experience for various corporate projects, including the Lenovo Training Systems Internal Website, the Lenovo Business Portal, and Lenovo.com, using the Teamsite and Relayware platforms for content and partner management, Adobe Premier to create and edit video footage for product marketing and demonstration, Azure to build low, medium, and high fidelity interactive prototypes, and Adobe Fireworks to design online imagery and product collateral for Lenovo's Windows 8 partnership.

{ Snap AV and Web Full Circle }
Marketing and Web Intern/Interactive Designer
May 2011 – January 2012

Designed customer-focused content from the ground up, utilizing the Adobe Suite for image editing and front-end layout, implementing content management systems across several platforms including Wordpress, producing medium and high fidelity prototypes in Omnigraffle, and executing digital marketing campaigns using IContact.

{ Kit Caldwell Media }
Freelance Interactive Designer
July 2010 - Present

Conceptualized mobile applications, marketing campaigns, websites, and company blogs, utilizing Adobe Fireworks and Photoshop to design front-end usability, implementing websites in Wordpress and Blogger, and managing email blasts and newsletters with Campaign Monitor.

> Conceived a mobile application, JavaBot, now available on the Android Market .

> Worked with New York fashion company Devi's Closet to create a luxury retail site, and email campaign.

{ THINGS I CAN NOT LIVE WITHOUT}
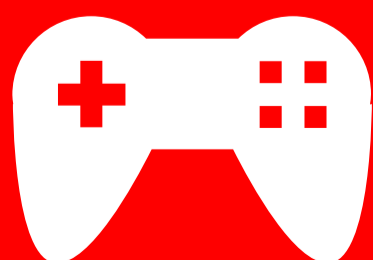
EVERY DESIGN IS A CHANCE TO TELL A STORY, GOOD DESIGNERS CONVEY A MESSAGE, GREAT DESIGNERS CONVEY AN EXPERIENCE.