

KAMII DEWBERRY

SR. MULTIMEDIA DESIGNER

PROFILE

I'm looking for a full-time job with a team that is passionate about what they do. I've been working as a remote contractor designer for edtech company the last 4 years, looking for a remote full-time Sr. Designer position where I can plant my feet and grow. I have prior experience in both digital and print design, including video, motion graphics, photography, and art direction. I'm use to working in fast pace environments, and I would love to join a team that feels like a family.

CONTACT

P : 404.931.9798

E : kamii.nettles@gmail.com

L : Byron, Georgia

Portfolio: kamiidewberry.com

EXPERIENCE

IXL LEARNING
2018 - Present

GRAPHIC DESIGNER (FULLY REMOTE)

- As a lead designer in the educational technology field, I manage multiple design projects while collaborating with curriculum writers to create 200+ page interactive math workbooks that enhance learning and engage students in grades K-12.
- After being introduced to a new opportunity, I've been able to make a positive impact by creating over 250+ worksheets and driving photo art direction for education.com.
- I was the designer for a Rosetta Stone project, where we needed to design 12 workbooks for the Ojibwe Tribe within 3 months. I created a solution that helped us complete this task within a little over two months.

NATIONAL VISION
2017 - 2019

MULTIMEDIA SPECIALIST

- I was the lead digital designer at National Vision and was responsible for assisting with the development of our home page, as well as our find a store page. As a member of this team, I conducted research, created wireframes, and prototypes in order to inform design decisions. Our website saw an increase in appointments set and our find a store page was well received by stakeholders.
- I designed eye-catching email campaigns for a variety of optical brands. Through my work with America's Best, I produced \$250k in sales and a 3.4% conversion rate that outpaced their previous top performers.
- While working alongside our ads manager, I was able to help improve click-through rates by 20% with A/B testing.

BABY TRUTH
2015 - 2021

CREATIVE DIRECTOR

- Grew following on TikTok to 152,000 followers and was able to create brand awareness which led to a consistent increase in traffic on the site.
- Selected as one of 100 into TikTok's Black Creators Incubator program, participating in a three-month boot camp training course to hone my skills.
- Led and created graphics for an e-commerce website based off of site optimization. Developed simple and elegant design to increase user experience, which helped drive sales.

EXPERIENCE

SPIRITWEAR
2013 - 2015

GRAPHIC DESIGNER

- Worked with clients to produce custom artwork and regular art requests, developing from thumbnail sketches all the way through final execution.
- Used Adobe Photoshop, Illustrator, and InDesign to create marketing and sales materials, including posters, informational flyers, brochures, web banners and mock-ups.
- Monitored the progress of artwork through the queue to ensure on-time delivery to customers, working closely with creative team members to troubleshoot and correct any issues that arose.

**METRO ATLANTA
CHAMBER**
2011 - 2013

VISUAL COMMUNICATION SPECIALIST

- Worked with executive leadership to produce and distribute promotional and event material for the 2012 Naismith Awards Banquet, resulting in Anthony Davis receiving the Naismith Men's College Player of the Year Award.
- Took lead on Metro Atlanta Chamber's Energize Atlanta 2012 Chairman's Fundraising Campaign promotional event collateral, leading to a \$5 million fund raise.
- Promoted to Visual Communications Specialist after spearheading a number of high-end events, including annual event honoring the Atlanta's top business leaders.

EDUCATION

BACHELOR OF ARTS IN ADVERTISING

Savannah College of Art and Design
2003 - 2008

COURSES

Introduction to Product Design
Model & Prototype Development
Art Direction I & II
Branding Theory
Typography I & II
Creative Copywriting

EXPERTISE

DIGITAL DESIGN
INTERACTIVE DESIGN
MOTION GRAPHICS
EMERGING MEDIA
USABILITY TESTING
TYPOGRAPHY
WIREFRAMING
PROTOTYPING
VISUAL DESIGN
CONTENT STRATEGY

TOOLS

FIGMA
SKETCH
ADOBE CREATIVE SUITE
ZEPLIN
MIRO
FINAL CUT PRO
MICROSOFT OFFICE
HTML/CSS
JIRA
SLACK

REFERENCES

COURTNEY BLANCHARD

National Vision

P: +1 678.315.7192

E: courtneyblanchard2@gmail.com

KIMBERLY EMCH

National Vision

P: +1 404.713.8786

E: kimemch@att.net

JUDY SALZINGER

SCAD

P: +1 770.578.0017

E: jsalzing@scad.edu

MICHAEL BENFORD

Atlanta Falcons

P: +1 770.965.2748

E: mBenford@ambse.com

AWARDS

EMERGING DESIGNER WINNER

Sourcing at Magic | 2013

SCADDY FINALIST AWARD

SCAD | 2007

ORIENTATION LEADER AWARD

SCAD | 2004