

# Kim Barry

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[Web Portfolio](#) ◦ [LinkedIn Profile](#)

## Cross-Platform Designer

Exemplary cross-platform design skills with an extensive, 15-year background that demonstrates ability to manage the complete design process from concept to delivery. Fresh aesthetic sensitivity with an accomplished, detail-oriented and thorough knowledge of concept design. A high level of professionalism and a proven, clear and effective communicator, consensus-builder and key contributor. A proactive planner, who can work either independently or in a team setting. A valuable addition to any organization.

◦ Strategic Planning	◦ Branding & Identity	◦ Graphic Design
◦ Project Leadership	◦ HTML & Web Design	◦ Adobe Creative Suite
◦ Art & Creative Direction	◦ Editorial Design	◦ Design Trends & Technologies
◦ Cross-functional Collaboration	◦ Aesthetic Sensibility	◦ Production Technologies
	◦ Typography Principles	

## Professional Experience

### **Kim Barry Design** | *Independent Contract Designer*

**2001 – Present**

- Creates compelling, high quality, multi-functional design for print and web platforms.
- Initiates a broad range of design projects from concept to completion, facilitating goal resolution for multiple organizations.
- Establishes strong brand identity and presence for a variety of organizations across various markets.

### **Red Barn Creations, Whatley, MA** | *Independent Contract Designer*

**2015 – Present**

- Creates dimensional, comprehensive identity and brand package across print and web platforms, facilitating client to move from trade show market to retail market.
- Executed successful website launch as head of design, architect, writer and director for project from conception to completion.
- Provides constant management and improvements for optimum usability of client website.

### **TCF Publishing, Scottsdale, AZ** | *Independent Contract Designer*

**2008 – Present**

- Significantly lowered monthly costs by streamlining and restructuring production process.
- Established system for archiving years of previously unorganized work files and projects.
- Routinely coordinated art/editorial components and advertisements for monthly publication, under strict deadlines.
- Expedites timely integration of preflighting elements for direct-to-plate printing and online proofing.
- Provides marketing collateral in both print and web platforms for monthly post production.

**Oceans Media Inc., Arrowsic, ME | *Independent Contract Designer*** **2007 – Present**

- Increased client revenue by approximately 15% through design, development and maintenance of organization's website.
- Designed, coordinated and executed a comprehensive, 500-page, historical and pictorial hardbound book.

**IMS21, Kennebunkport, ME | *Independent Contract Designer*** **2001 – Present**

- Actively increases interest in hospitality industry through effective, high-impact print ads.
- Secures cost savings by meeting or beating all deadlines while remaining on or under budget.
- Designed and produced client's marketing website for consistent brand recognition.

**Diving Adventure Magazine, Topsham, ME | *Creative Director*** **2006 - 2009**

- Designed, directed, produced and edited quarterly publication from concept to completion.
- Effectively planned production including pagination, image optimization/manipulation and text editing, to ensure on-time delivery.
- Routinely and actively collaborated with editors, publishers, contributors, photographers, writers and printers.
- Managed timely integration of necessary preflighting elements for direct-to-plate printing and online proofing.

**Gannett Pacific Publications, Phoenix, AZ | *Senior Designer*** **2006 – 2008**

- Designed and produced five monthly magazines from initiation to completion.
- Collaborated with sales, editing, photography and management to ensure deadlines were met.
- Actively utilized Adobe CS software, typography, color correction and photo manipulation toward supporting daily operations.

**Fathoms Magazine, Topsham, ME | *Creative Director*** **2001 – 2006**

- Designed, directed, produced and edited quarterly publication from concept to completion.
- Established a well-branded, highly-regarded publication, delivering profits for the magazine
- Created various support materials for brand identity, advertisements and marketing tools.
- Served as key liaison between editors, publishers, contributors, photographers, writers and printers.

## Key Technical Skills

Mac Platform | Adobe Creative Suite: InDesign, Photoshop, Illustrator,  
Muse, Dreamweaver, HTML, Atom, Acrobat, InCopy