

## Contact

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kimacer.design

# Kim Acer

Senior Art Director | Designer

## Skills

### Industry Knowledge

Art Direction  
Branding & Identity  
Creative Direction  
Concept Development  
Copywriting  
Digital Media  
Graphic Design  
Key Art  
Logo Design  
Marketing  
Motion Graphics  
Photo Shoots  
Social Media  
Video Production  
2D Animation  
360 Campaigns

### Tools

Adobe Creative Suite:  
*After Effects, Illustrator, InDesign, Photoshop, Premiere Pro*  
Figma  
Keynote / PowerPoint / Google Slides

### Soft Skills

Task-oriented, organized, team player, ability to work independently, think-differently, written and verbal communication, up-to-date with design trends, responsible, always learning

## Experience

### **Shipt – Senior Art Director / Designer** Dec '22 - Present

Lead the concept and design approach for seasonal, multi-channel campaigns from initial ideation through final production. Create moodboards and sketches for live-capture photo and video content.

Lead the art direction on set for photo and video shoots. Work directly with photographers, directors, and stylists.

Create style guides and toolkits for all campaigns and evergreen content.

### **Twitter – Art Director / Designer** Dec '20 - Nov '22

Concepted, produced, art directed, designed and executed for multi-channel campaigns & new product launches. Media outlets included social media, video, email, web, digital ads, experiential.

Projects include: Twitter Shopping launch, CES 2022, New User Emails, Edit Button, Tweet It Into Existence, #GoodBots, TA / Recruitment, Internal Playbooks, Live / Virtual Events.

### **A+E Networks – Art Director** Jun '19 - Nov '20

Ideated, created, produced original key art for A&E, HISTORY, and LIFETIME titles for on-air, digital, and VOD platforms.

Led the art direction and creation of all marketing materials for HISTORYTalks and HISTORYCon including animated assets for social, print, digital ads, and in-person marketing. Worked directly with all partners and vendors.

### **Burns Group – Art Director** Dec '17 - Jun '19

Ideated, art directed and designed campaigns from initial concept through final output for digital, video, social, print, OOH and in-store channels.

### **Thuzio – Lead Designer** Apr '17 - Mar '18

### **KBS Attention Global – Jr. Art Director** Aug '15 - May '16

## Achievements

Crowdiate Shortlisted \_\_\_\_\_ '17, '19, '23  
Drum Award Winner - Terra Chips \_\_\_\_\_ 2019  
Webby Award Finalist - Terra Paints \_\_\_\_\_ 2019  
Exceeded ER goal by 16x for Terra Paints \_\_\_\_\_ 2019  
Work on display at FIT museum \_\_\_\_\_ '14, '15, '17  
Published in Lürzer's Archive \_\_\_\_\_ 2015

## Education

### **Fashion Institute of Technology**

August 2011 - May 2015

BFA Advertising Design  
Minor Creative Technology