



## KIM GROVE DEICHMANN

17 Fair Oaks, Laguna Niguel, CA 92653 • 949.436.1480

Graphic Design, Illustration and Art Direction for Web and Print Media

[www.grovegraphix.com](http://www.grovegraphix.com)

### SUMMARY OF QUALIFICATIONS

- Over twenty years experience in Graphic Design and a Degree in Illustration.
- Fully versed in the Adobe Creative Cloud Studio (Dreamweaver, Photoshop, Illustrator, InDesign, Acrobat, etc.)
- Proficient in PowerPoint & MS Word.
- Very skilled in creating and editing movies through iMovie.
- Strong Web Development and SEO (Search Engine Optimization) experience.
- Experience working all aspects of Social Media (Instagram and Facebook)
- Knowledgeable on all aspects of printing, from prepress to production troubleshooting.
- Substantial background in Packaging, P.O.P., and Web Design.
- Extensive freelance background in the Apparel Industry.
- Four years European work experience in Design and Illustration for the Surf and Snowboard Industry.

### RELEVANT EXPERIENCE

#### Art Director and Graphic Designer for Print Media

- Art Directed and Branded International Cosmetic Brand Dermacyte for the US and European Markets
- Art Directed and Branded Oxygen Biotherapeutics for the US and International Markets
- Art Directed and Designed Nestlé Crunch Minis Launch Packaging
- Art Directed international campaigns for Burger King Promotion and Product P.O.P.
- Created Point of Purchase Displays, Billboards, Posters and Promotional Items for Burger King.
- Developed presentation materials for campaign pitches for new clients.
- Created Packaging and Point of Purchase for Guess Jeans Stores internationally.
- Developed a whole new line of stationery for Guess Jeans. (i.e. binders, notebooks, diaries, pencil holders, book bags etc.)
- Merchandised and designed several sportswear lines for adults and children's markets.
- Art Director for Ocean Pacific (OP) Europe, Marlow, England

#### Web Designer

- Designed, developed, and maintained several web sites: [robincloud.com](http://robincloud.com), [lustfulhair.com](http://lustfulhair.com), [chinamanufacturingdirect.com](http://chinamanufacturingdirect.com), [chinacablesdirect.com](http://chinacablesdirect.com), [mobilecommsites.com](http://mobilecommsites.com), [csicommunications.com](http://csicommunications.com), [music-movement.org](http://music-movement.org), [capecali.com](http://capecali.com) and [grovegraphix.com](http://grovegraphix.com).

### OFFSET KNOWLEDGE

- Worked closely with printers to achieve required design quality.
- Researched new suppliers for availability and emergency printing options.
- Provided technical support at trade shows, print and screen print facilities.

### TECHNICAL SKILLS

- Extensive Photoshop knowledge and html programming
- Strong knowledge of screen printing and offset printing.

### WORK HISTORY

1998 - Present • Art Director/Graphic/Web Freelance Designer • Grove Graphix, Laguna Niguel, Ca  
1996 - 1998 • Art Director Burger King • Alcone Marketing Group, Irvine, Ca  
1993 - 1996 • Graphic Designer • Tag It Design, Los Angeles, Ca.  
1992 - 1993 • Graphic Designer • B.U.M. Equipment, Los Angeles, Ca.  
1990 - 1991 • Art Director • South West Silk Screen • Billabong UK, Hot Tuna International, Newquay, England  
1988 - 1990 • Art Director for Ocean Pacific • Ocean Pacific Europe, Marlow, England  
1987 - 1988 • Graphic Designer • Ocean Pacific Domestic, STS Graphics, Anaheim, Ca.  
1984 - 1987 • Graphic Designer • Various Design Studios Southern California

### EDUCATION

- California State University Long Beach — Bachelor Of Fine Arts - Illustration

### AWARDS AND ARTICLES OF RECOGNITION

- *Best Booth Award*, Magic Trade Show (Spring 1994)
- *Merit Award for Packaging*, How Magazine (April 1995)
- *Best Booth Award*, Magic Trade Show (Spring 1996)
- *Computer Arts Projects Magazine*, (Issue 68 Feb 2005) a publication printed in London and distributed throughout Europe.  
(6 - page tutorial spread on the Nestlé Crunch Minis Launch Packaging)

### REFERENCES AND CLIENT LIST

- Available Upon Request