



## **KIMBERLY J. BACKSTROM**

GRAPHIC DESIGNER

94 Village Pkwy

Napa, CA 94558

707-363-9139

kimjbackstrom@aol.com

### **SUMMARY**

Diverse design specialist offering 15 years experience in the internet and print media industries. Superior organizational, interpersonal and technical skills complement a keen passion for creative trends.

### **EXPERIENCE**

**Napa Valley Register, Napa, CA** - January 2006 - Present

GRAPHIC DESIGNER

Produce ads, graphics and layouts for multiple high-distribution magazines as well as build and maintain companion websites and related online initiatives.

**Billings Gazette, Billings, MT** - April 2003 - December 2005

LEAD GRAPHIC DESIGNER

Supervised team of graphic designers for popular, fast-growing weekly publication.

**KB Designed, San Francisco, CA** - December 2001 - April 2003

FREELANCE GRAPHIC DESIGNER

Generated complete corporate identity packages including logos, business cards, letterheads, brochures and websites.

**Flipside Network, San Francisco, CA** - November 1999 - December 2001

CLIENT SERVICES DIRECTOR

Collaborated with account executives and clients to design and launch advertising campaigns. Produced demos for media kits and power point presentations.

**America Online, San Francisco, CA** - November 1997 - November 1999

INTERACTIVE MEDIA DEVELOPER

Developed local interactive content, promotions, graphics and animations.

### **EDUCATION**

**Graphic Design Specialist**

Silicon Valley College, Fremont, CA  
September 1997

**Bachelor of Journalism**

University of Nebraska, Lincoln, NE  
May 1993

### **CAPABILITIES**

#### **Print**

- Advertising production
- Magazine covers and layouts
- Copy writing and editing
- Newspaper output to film
- Redesigns and Specs

#### **Internet**

- Banner advertising
- Ad performance reports
- Online virtual tours
- E-newsletter design/distribution
- Multiple website maintenance

### **TECHNICAL**

*Daily use with Macintosh platform; Adobe CS4 suite, including InDesign, Photoshop, Illustrator, Flash, ImageReady and Acrobat; QuarkXPress, HTML, Microsoft Office; various online content and ad management systems, including APT from Yahoo!, Blox CMS and Townnews. Performance reporting with Omniture.*

*Experience with Windows platform; newspaper pagination and press processes; Javascript, CSS, Dreamweaver and Fireworks; digital cameras and scanners.*

### **REFERENCES**

Excellent references and creative samples available.