

Kim Cullen

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San Francisco, CA

PROFILE

- Accomplished senior designer with experience leading research projects, as well as developing application interfaces, environmental graphics, and brand strategies.
- Expertise in a range of industries including advertising, healthcare, technology, hospitality, financial, and education. Clients include: Adobe, HP, Wolfgang Puck, San Francisco Museum of Modern Art, and several internet start-up companies.
- Outstanding writing, research, communication, collaboration, and client skills.
- Driven to create design that is thought-provoking, accessible, and interactive.

EXPERIENCE

Adaptive Path Visual Interaction Designer 1/10- present

Developed strategic, multi-channel UX solutions for industry-leading user experience design consultancy. Participated in design strategy, user research, visioning and conceiving, user interface design, prototype development, and usability testing.

Justin.tv Art Director 6/09-12/09

Develop application interfaces and marketing materials for live video and social networking site. Led exploratory interviews and user testing to determine brand and site redesign. Worked with content partners to develop business tactics incorporating Justin.tv's technologies (live video, chat, social networking, API).

Kim Cullen Design Principal 10/02 - present

Design websites, print materials, and 3D environments for clients such as Chronicle Books, Wolfgang Puck, Pixar, and the Contemporary Jewish Museum. Collaborate with clients to establish brand strategies. Manage all aspects of a freelance design practice including business development, client relations, accounting, design, and production.

San Francisco Museum of Modern Art Designer 8/07 - 3/08

Collaborated with curators to create the graphic identities for exhibitions. Influenced visitors' museum experience through gallery signage and interactive learning lounge activities. Directed vendors during press checks and exhibition installations. Responsible for the budget, concept, design, and production of up to 15 projects at one time.

Goodby, Silverstein & Partners Art Director/Designer 7/04 - 3/07

Created innovative print advertisements, web sites, interactive banners, and outdoor ads. Developed visual brand guidelines for prominent companies such as Hewlett-Packard and Adobe. Art directed photographers and models in photo shoots. Supervised Flash developers and retouchers to produce ads. Key creator of Adobe's Creative Suite 2 campaign, entitled "Faces of CS2."

Partial client list: Hewlett-Packard, Adobe, Saturn, Motorola, Frito-Lay, Asian Art Museum of San Francisco, California Milk Board, and Clover Stornetta Farms.

EDUCATION

Brown University, BA in Art/Semiotics (visual arts, media theory, and linguistics)
California College of the Arts, Graphic Design

SKILLS/INTERESTS

Adobe Photoshop, Illustrator, InDesign, Fireworks, Flash, CSS/html, Microsoft Office
Photography, UX book club, teaching, tinkering, and geeking out about typography