



Kimmy Eder

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affiliations

AIGA, Los Angeles, 2020-22

Climate Designers, Los Angeles, 2020-23

education

California Polytechnic State University

San Luis Obispo, CA

Bachelor of Science, Graphic Communication

Minor in Media Arts & Technology

Concentration in Web and Digital Media

Conferred December 2015

Summa Cum Laude

Moorpark College

Moorpark, CA

Associate of the Science, New Media

Associate of the Arts, Humanities

Conferred June 2013

Dean's List

skills

Digital and Print Design, Creative Direction, Asset Management, International Marketing, Print Production, Photo Retouching, Key Art Mechanicals, Project Management, Well Organized, Excellent Communication, Collaboration, Highly Adaptable and Detail Oriented

HTML / CSS, MailChimp, Airtable, Monday.com, JIRA, Adobe InDesign, Adobe Photoshop, Adobe Illustrator, DF Studio, Widen, Shift.io, Microsoft Word, PowerPoint, Microsoft Excel and Google Suite

experience

Warner Bros. Discovery

Jan. 2022 – Sept. 2023

Design Manager, discovery+ / Max

- » Define the global development, production and distribution workflows to maximize the efficient output of top-quality platform artwork, campaigns, app store screens and sales creative
- » Lead cross-functional global teams through the thoughtful implementation of multiple concurrent high-profile projects and campaigns
- » Deliver and maintain all core creative templates, guidelines, style guides and documentation for development of creative assets used across our global DTC platforms and services
- » Manage external agencies and partners that supplement creative efforts in campaign development, branded partnerships, and platform artwork development
- » Supervise and manage all aspects of artwork creation, which includes production, scheduling, staffing, and delivery

Paramount Global Distribution

Apr. 2018 – Jan. 2022

Creative Services Manager

- » Manage all creative projects from start to finish including creative and strategic direction, pitches, design, feedback, print design and production guidance, best practices and final production through to completion
- » Sourced and hired creative agencies for creation and delivery of marketing materials including key art and retouched photography for a print and digital
- » Worked closely with studio counterparts on domestic marketing campaigns to ensure the extension of the show brand across all global customer touchpoints and ensure creative consistency globally while considering cultural sensitivities
- » Day-to-day leader on creative operations: supervised team of designers and coordinators, identified deliverables and objectives, and managed resources, timelines and budgets to successfully complete a high volume of projects
- » Oversaw B2B advertising and creative strategies on global marketing materials, annual trade shows, promotional materials, event design, and booking ad spaces
- » Lead design in all creative including executive presentations, advertising, iPad app assets, booth graphics, retouching photography and sales materials

CBS Studios International

Aug. 2016 – Apr. 2018

Design Coordinator

- » Managed creative assets and client marketing requests for all global programming by sourcing, organizing, and preparing assets to service international clients, support sales, and to populate B2B platform
- » Responsible for creating physical and digital signage, photo booth backdrops, advertising, and marketing materials for annual international trade shows
- » Designed all marketing materials, including email blasts, online ads, print ads, posters, sales sheets, and executive presentations
- » Assisted in the management of internal and external creative projects
- » Developed/maintained highly organized archive system for all series

UBuildABook

Feb. 2016 – July 2016

Account Manager

- » Prepared, pre-flighted and delivered final files to production and provided print design and production guidance and best-practices on art files to ensure quality
- » Organized and maintained client's digital assets
- » Managed entire print production process including file preparation, printing, bindery and delivery of printed materials
- » Operated as the point of contact for any and all matters specific to top-level clients