



# KIM GRASING

ART DIRECTOR

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## PROFESSIONAL SUMMARY

Passionate and results-driven Art Director with a demonstrated history of success in delivering innovative print and digital designs and engaging live experiences. Proven expertise in brand development and visual direction of authentic live events for globally recognized brands. I am a collaborative leader, adept at partnering with colleagues and leading teams to create design systems that align with and achieve brand objectives, elevating brand recognition and delivering results. Key clients have included Billboard, The Hollywood Reporter, American Express, Pepsi, American Airlines, and NY Knicks.

## SKILLS & COMPETENCIES

**CREATIVE DIRECTION**  
**CREATIVE STRATEGY**  
**BRAND DEVELOPMENT**  
**SOCIAL MEDIA DESIGN**  
**EVENT DESIGN**

**PRESENTATION DESIGN**  
**PRINT PRODUCTION**  
**PHOTO RETOUCHING**  
**ADOBE CREATIVE SUITE**  
**TEAM COLLABORATION**

**PROJECT MANAGEMENT**  
**BUDGET MANAGEMENT**  
**MENTORING AND TRAINING**  
**PROBLEM SOLVING**  
**ADAPTABILITY**

## WORK EXPERIENCE

### ART DIRECTOR

*THE MESSENGER (01.23 - 02.24)*

- Spearheaded the development of The Messenger's visual identity, playing a critical role in shaping the company's overall brand image from its inception
- Crafted innovative marketing and sales materials that aligned seamlessly with the company's vision and objectives
- Led the creative visual direction for online and in-person live events, summits and roundtable dinners
- Supervised and coordinated creative projects across business channels, ensuring consistency and adherence to brand guidelines
- Established and maintained visual guidelines for effective brand representation

### CREATIVE DESIGN MANAGER, PARTNER SOLUTIONS

*SPORTFIVE (10.21 - 01.23)*

- Led creative development and execution for the Americas marketing business, overseeing a diverse range of projects
- Developed dynamic visual designs for campaigns, digital and print media, and creative assets for media production
- Successfully created impactful sales and marketing materials, contributing to increased sales opportunities for high-profile clients such as Los Angeles Dodgers, Chicago Bulls, NY Knicks, Boston Marathon, and Misfits Gaming
- Created sales-facing presentation materials for internal stakeholders and clients designed to effectively communicate marketing opportunities

### CREATIVE DIRECTION + DESIGN, FREELANCE

*THE CREATIVE GROUP / SELF (07.07 - 01.08 + 04.20 - 10.21)*

- Directed diverse creative projects for clients encompassing brand identity development, print and digital design, creative strategy, and package design
- Designed and produced elements for both in-house and out-of-home digital media campaigns
- Managed projects for notable clients including Verizon, The National Basketball Association, Universal Music Group, Toys 'R' Us, and KnowledgePoint360



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## DESIGN MANAGER, MARKETING + SALES

*MRC MEDIA (BILLBOARD / THE HOLLYWOOD REPORTER) (01.08 - 04.20)*

- Oversaw the creative design and production of materials for sales and marketing teams across the company's brands
- Key role in creating vibrant live events with up to 15,000 attendees and executing sales activations for industry-leading clients including Pepsi, American Airlines, Honda, 1800 Tequila, Nielsen, Perrier, and Citi
- Created social media designs that significantly increased engagement among an audience of over 24 million followers
- Established and maintained strong relationships with key stakeholders, including vendors, partners, and clients
- Collaborated with sales and account management to improve pre-sale proposal/RFP processes
- Implemented data tracking software (JIRA/Formstack) to optimize project workflow and achieve faster turnaround times to meet tight deadlines
- Developed campaigns and activations for brand partners, ensuring alignment with company objectives
- Stayed abreast of current design trends and played a pivotal role in cultivating brand standards that elevated awareness among key demographics

## MANAGER, CORPORATE CREATIVE SERVICES

*DRS TECHNOLOGIES, INC. (NOW LEONARDO DRS) (05.06 - 07.07)*

- Implemented strategic and creative solutions for events and marketing initiatives across 40+ offices of a \$5.2 billion global defense technology company
- Led a creative staff of 20 employees across the company's subsidiaries, ensuring projects were completed on time and within budget while maintaining organizational continuity
- Managed international trade show design, creation of marketing materials, and on-site execution to increase booth traffic and drive sales opportunities

## GRAPHICS SPECIALIST, CORPORATE COMMUNICATIONS

*DRS TECHNOLOGIES, INC. (NOW LEONARDO DRS) (12.02 - 05.06)*

- Created and produced a diverse range of print and digital materials, including advertisements, data sheets, brochures, posters, event graphics, and onsite branding
- Retouched images for publications, exhibits, and large-format print production to ensure high-quality visual content

## EDUCATION

### PARSONS SCHOOL OF DESIGN

CERTIFICATE, GRAPHIC + DIGITAL DESIGN

### PACE UNIVERSITY

BACHELOR OF ARTS, COMMUNICATIONS