




Kim Kyte

Graphics, Packaging & Web Designer

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 Shrewsbury, Shropshire

Key Skills

- Produce designs from concept and see them through to completed project artwork for external delivery
- Design and create 3D mock-ups
- Adaptable to evolving stakeholder feedback
- Highly developed written and oral communication skills
- Always looking to improve processes through new ideas or increased efficiency
- Builds strong sustained relationships with internal and external stakeholders
- Able to code front end HTML/CSS websites from scratch
- Able to create Wix websites and maintain using CMS

Technical Skills

- Advanced IT skills. Proficient in both Mac & PC
- Adobe Creative Suite - particularly Illustrator and Photoshop
 - HTML, CSS and CMS
 - Brackets
 - Microsoft Office Suite

For packaging mock-ups:

- Mimaki JFX200-2513 EX - UV 6-Colour Printer
- Roland SG300 printer/cutter
- Jwei Cut/Crease Machine

Profile

A proven design professional with a conscientious, client centric attitude to delivering projects to demanding deadlines. Used to working in a high velocity environment and managing own time effectively. Ability to communicate across a range of stakeholders with good interpersonal skills. Ever keen to learn and broaden both design and business skills and experience new areas of the design profession.

Senior Graphic Designer

Datel Electronics Ltd

September 2015 - Present

My current position allows me the pleasure of being involved in all stages of the design process. Often receiving instructions direct from the company leadership, I am tasked with delivering concepts from the ideation of new branding, to final proof for each new project in order to bring the product to life for a cross-generational customer base.

The end-to-end the design process for products at Datel stems from initial concept design, prototyping, testing and then production (digital or tangible). In order to add value to internal and external stakeholders, we frequently create 3D mock-ups from scratch for new products. We will then translate this into artwork files to allow our delivery partners overseas to produce the final product. Dealing with multichannel production means communication is key, therefore proofing and internal review are critical to delivering a high standard of service to both national and international clients alike.

Another facet of my role lies within creating and maintaining an online presence through our platform sales channels (web store etc.). With experience in web front end, I will often hand-code the smaller websites or create concepts for larger projects, whilst delivering all imagery and content to promote the company's products across channels using a combination of HTML, CSS and CMS. My emphasis has been on brand consistency throughout our journey at Datel, to create a suite of cohesive and reliable B2B & B2C brands under the Datel umbrella.

Marketing Manager

DB Roberts & Partners

2013 - 2015

My role as Marketing Manager for DB Roberts required me to be able to adapt to a multitude of situations for this regional real estate organisation. Reporting to the Directors and Chairman of the company directly, I would present research and concepts for projects which would expand the reach and brand value of the business to potential



Education

2010 - Coventry University
BA Graphic Design & Illustration
Upper Second Class with Honours

2007 - Shrewsbury Sixth Form College
A-Levels
Graphic Design, Business Studies, Music

2005 - Shrewsbury High School for Girls

Continued Personal Development - The Futur Academy

Brand Strategy Fundamentals
by Anneli Hansson

Mini Course - Scaling from Zero
by Chris Do

Workshop - More Sales in 5 Steps
by Chris Do

Workshop - Mindset Reset
by Chris Do

Challenge - Attracting Your Dream Clients
by Chris Do

Other

Holds a full, clean UK driving license

Portfolio

For in-depth case studies of my portfolio pieces visit my website:
www.kimekyte.co.uk

clients in new segments of the market. This wide ranging role consisted of (but not limited to):

- Designing concepts and completing artwork for print from start to finish, be they stationery, print advertising or online marketing material
- Creation and maintenance of the company website using CMS, HTML and SEO techniques, as well as outsourced partner agencies to deliver a brand new online experience for clients
- Establishing and maintaining a presence on social media platforms to promote client engagement
- Establishing, co-ordinating and overseeing new and existing relationships with suppliers to meet deadlines
- Networking and building relationships with potential suppliers and collaborators alike
- Process design and troubleshooting of procedures to improve company brand position in regional Real Estate market (UK)

Packaging & Web Designer

Peachtree UK Ltd

2010-2013

As a designer for Peachtree Ltd (a specialist packaging design agency), it was my responsibility to meet with clients to discuss and interpret their needs, and to liaise with external stakeholders throughout the duration of the project in order to provide high value deliverables for production.

We specialised in bespoke and retail packaging and a greater majority of our work was focused on the FMCG sector for companies including Pets At Home, Kraft Foods, Pernod Ricard, Two Sisters Food Group and other household names, as well as start-ups. This role formed the bedrock of my professional design career and greatly expanded my confidence and ability to deal with clients and to act independently or as part of a team.

I also completed a photography course during my time with Peachtree and often used my new skills for product photography, either for the packaging we were designing or promotional material for the finished products.