



cv of kim bloomfield
the creative behind
kimberley bloom design

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about me

I am a professional and motivated senior graphic designer with meticulous finished art skills, over 10 years experience, and a thorough knowledge of the entire creative process.

In April 2010, I relocated my business from Surry Hills, Sydney to a studio in Byron Bay – a sea change for me, business as usual for my clients.

In order to further my understanding of the strategy behind building and maintaining successful brands, I studied Art Direction and Integrated Brand Management with AFA Adschool. I continue to draw from this knowledge, along with the invaluable experience I gained freelancing in various agencies over the years, when creating practical, yet effective, design solutions for my own clients.

For an obligation-free chat about your design or freelance requirements, please give me a call. I would love to hear from you!

technical and other skills

Creative Suite – Indesign, Photoshop, Illustrator, Acrobat, QuarkXpress, Dreamweaver, Quickcut, Microsoft Office.

Thorough knowledge and understanding of the entire creative process from brief, through concept, presentation, implementation, finished art, and production.

Quick, yet accurate, mac skills and a meticulous eye for detail.

Left and right brain balance.

Proactive, passionate, perfectionist with a vibrant personality.

stuff i have worked on

Branding and identity, catalogue design and maintenance, long document design and typesetting, annual reports, proposals, signage, advertising, brochures, POS, DM.

For clients such as Jim Beam, Westpac, KPMG, Domino's, Hutchison 3, Nokia, Macquarie Bank, Foxtel, Unwired, RSPCA, Australian Red Cross Blood Service, Adventure World, NRMA, Emerald Partners.

keeping me up to speed

- 2007** Integrated Brand Management, AFA Adschool
- 2006** Art Direction Principles, AFA Adschool (Distinction)
- 2005** Dreamweaver Introduction, Alpha Computer Training
- 2004** Indesign (Advanced), Alpha Computer Training
- 2001** Graphic Design Fundamentals and Advanced Technical Applications, City Desktop Training (12 months)
- 2000** Illustrator and Photoshop, Corps Business (London)

where i have worked

MY LIFE AS A GRAPHIC DESIGNER

04/2004 – present Self-employed, trading as Kimberley Bloom Design. Clients include: Australian Red Cross Blood Service, Beautopia Hair and Beauty, Meinhardt Facade Technology, Literacy Circle, Sirocco Marine, Kidz Bodz, Honner Media, Roundtable Consulting, Royal Motor Yacht Club.

03/2006 – 01/2009 Finished Artist/Designer (freelance): regular freelance resource within various Sydney design/advertising agencies such as The Works; Three Drunk Monkeys; The Campaign Palace; Droga5; George Patterson; Ogilvy Healthworld; Symbian.

08/2005 – 02/2006 Finished Artist (freelance): The Campaign Palace.

04/2004 – 08/2005 Graphic Designer/Finished Artist (freelance): various design agencies, Weldon Owen (publishing), Beautopia Hair and Beauty (personal client).

02/2001 – 03/2004 Graphic Designer/Finished Artist (permanent): Challenger Financial Services.

MY LIFE IN LONDON PRIOR TO GRAPHIC DESIGN

Whilst organising the lives of busy executives, I mastered PowerPoint which led me into Desktop Publishing roles. I designed client specific templates for proposals, presentations and reports in both PowerPoint and Word using Illustrator and Photoshop for professional looking graphics.

10/1997 – 01/2001 Desktop Publishing (PPT + Word)/PA Positions: Ernst & Young; KPMG; Towers Perrin; Morgan Stanley, Dean Witter; GVA Grimley; Fidelity Investments.

MY LIFE PRIOR TO LONDON

After my HSC, I utilised my left-brain function working in accounts, administrative and secretarial positions. Being meticulous and organised has since served me well in my creative career.

07/1996 – 08/1997 PA/Administration/Payroll: Southwind Marine.

09/1995 – 06/1996 PA/Administration: Multi-Media Communications.

02/1992 – 08/1995 Accounts Payable/Receivable: ABB EPT Construction.