

KIMBERLEY HENZE

Graphic designer with experience in libraries, nonprofits, small business collaboration, and the arts

EDUCATION

Certificate: Graphic and Digital Design, Parsons School of Design - The New School, *In Progress*

Masters: Contemporary Art History, UNC-Chapel Hill, May 2017

Masters: Library Science, UNC-Chapel Hill, May 2017

Bachelors: Art, Environmental Studies, St. Olaf College, May 2014

CONTACT

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Winston-Salem, NC 27106

kimhenze.com

SKILLS

- Adobe Illustrator
- Adobe InDesign
- Adobe Photoshop
- Adobe Premiere
- Mailchimp
- Microsoft Office
- Procreate
- Typography
- Social media
- WordPress

FREELANCE DESIGNER

Oct 2018-Present

KIM HENZE DESIGN

- Design digital and print graphics and layouts based on wide-ranging creative briefs
- Work collaboratively with clients to brainstorm and/or implement organizational vision
- Develop, articulate, and adapt concepts as needed
- Observe, adapt, and design style guides for web and print branding, including typography and icon specs
- Shift priorities quickly and work under tight deadlines
- Stay positive, productive, and flexible through changing client environments and project specs
- Pitch final or recommended design packages to clients and teams

ACTING ASSISTANT DIRECTOR

July-Oct 2018

COMMUNITY ENGAGEMENT LIBRARIAN

June 2017-Feb 2019

NC LIVE

D.H. Hill Library, North Carolina State University

Raleigh, NC

- Led rebranding and created organizational marketing plan for organization based on statewide perception analysis and community feedback
- Designed and created assets for all organizational platforms, including NC LIVE website, social media, presentations, print materials, and email communications
- Designed and launched focused campaigns and collateral for the promotion of the HomeGrown Collection, Open Education North Carolina, and Annual Reports

GRADUATE DESIGN ASSISTANT

Oct 2014-May 2017

R.B. HOUSE UNDERGRADUATE LIBRARY

UNC Libraries

Chapel Hill, NC

- Provided intensive design consultations for faculty, staff, and students
- Coordinated and taught SkillfUL Design Workshops on Adobe Creative Cloud, GIF creation, social media graphics and best practices, and digital photography
- Designed and implemented strategic social media presence on Twitter, Instagram, Facebook, and Snapchat, including campaigns for new collections, orientation events, and design workshops