

KIM WYLLIE CALLOWAY

PROJECT MANAGER | GRAPHIC DESIGNER



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EAST POINT, GA

I'm a self-motivated graphic designer, photographer and project manager all rolled into one tidy and creative package.

PROFICIENCIES

Adobe Creative Suite

Illustrator, InDesign, Photoshop, Lightroom

Photography

Digital, 35mm, Medium/Large Format, Staged, Event-Based

Microsoft Office Suite

Art Direction

Mentorship

Project Management

FunctionPoint, Proof HQ

Team Management

Direct, Off Site
Long Term, Project-Based

Hiring and Team Development

Print Vendor Relations

Pre-Press through Press Check

Large Format Printers

Production, Training

Hand Lettering

EDUCATION

University of Michigan

Ann Arbor, MI
B.A., Anthropology
Concentration in Archaeology and Photography

EXPERIENCE

Whole Foods Market

Regional Store Graphic Artist Leader • 2011-Present • Atlanta, GA

- Lead, mentor, and inspire 70 Store Graphic Artists (SGAs) across the south region, which includes 35 stores throughout 6 states.
- Oversee the hiring and training of all SGAs; develop guidelines for use in all stores, shared and adopted throughout multiple regions.
- Create, implement, and maintain systems to communicate best practices and expectations throughout region through cloud-based image-sharing library, monthly task lists, and virtual or on-site visits.
- Provide art direction for in-store and regional marketing materials; ensure all stores are in compliance with brand standards.
- Lead store opening sign process through development of systems for timing and implementation. Direct the creation and implementation of all in-store and marketing collateral for new store openings. Manage opening on-site team, remote support staff and freelancers, maintain budget for labor, organize travel arrangements and supply ordering.
- Serve as a consultant to product coordinators to support sales initiatives and product promotions through effective design.
- Lead the creative development, design and production of cross-channel campaigns including print ads, booklets, brochures, apparel, POS materials, digital ads, billboards, logos, product packaging, social media and more.

Store Graphic Artist • 2005-2011 • Atlanta, GA locations

- Collaborate with product team leaders to effectively design all store signage and chalkboards to promote product sales, support brand messaging, and create a coherent visual theme for the entire store.
- Strategize with marketing team leader to design compelling marketing materials for in-store and off-site events.
- Design and execute regional projects, train new SGAs, and support regional team during new store openings.
- Develop new systems for supply and equipment inventory and maintenance to save time, money and materials.

Earth Solutions / Jeffrey David

Graphic Designer / Photographer • 2004-2005 • Atlanta, GA

- Design, create, and maintain websites for each branch of the company.
- Photograph full product line for marketing collateral.
- Design product packaging, sell sheets, ads, trade show materials, etc.

Louisiana State University Health Sciences Center

Assistant Manager Media Services • 2000-2003 • New Orleans, LA

- Design and output various graphic presentations for medical community, including posters, brochures and mailers.
- Design, develop and maintain web pages.
- Photograph events, ranging from press conferences to faculty portraits.
- Equip and manage new satellite office.

Freelance Photography & Graphic Design • 1998-Present

- New Orleans, LA and Atlanta, GA. Digital and print.