

KEMBERLY MCDOWELL

HIGHLIGHTS OF QUALIFICATIONS

- Twenty+ years as a professional digital media designer and communicator; twelve years in leadership/management roles
- Proven ability to develop, implement and manage systems and procedures for efficient workflow
- Proven experience in all modes of media design and execution; adept at working within and pushing the limits of a brand
- Productive self-starter with a strong work ethic; consistently achieve goals and exceeds expectations
- Able to prioritize effectively, multi-task and achieve objectives within time and budget constraints
- A clear and dynamic communicator; able to present ideas to diverse audiences and negotiate agreements with vendors

SKILLS

IDENTITY / BRANDING	HTML5 AND CSS	MOTIONOGRAPHY	TECHNICAL DIRECTION	CLIENT RELATIONS
GRAPHIC DESIGN	CREATIVE CONCEPTING	COMPOSITING	CREATIVE DIRECTION	RETAIL
PRINT DESIGN	STORYBOARDING	VISUAL EFFECTS	CONTENT MANAGEMENT	CORPORATE
INTERACTIVE DESIGN	IMAGE MANIPULATION	ROTOSCOPING	PROJECT MANAGEMENT	B2B
PRODUCT DESIGN	BROADCAST	ANIMATION - 2D & 3D	PERSONNEL MANAGEMENT	ADVERTISING

PROFESSIONAL EXPERIENCE

UPSHOT, INC (ConformanceWare®) | 2013 – PRESENT

PARTNER / CREATIVE DIRECTOR / DIRECTOR OF PROJECT ADMINISTRATION

Corporate brand development; Product launch (brand creation; web development and maintenance; product development; marketing content creation); Project management (onboarding clients; project setup & scheduling; program administration; cloud portal maintenance; customer service; tech support).

INDEPENDENT CONTRACTOR & CONSULTANT | 2010 – PRESENT

GRAPHIC DESIGNER / VISUAL COMMUNICATOR / PROJECT MANAGER

TRIVESICA LLC | 2015 – 2019

PARTNER / CHIEF FINANCIAL OFFICER / DESIGNER / PRODUCT DEVELOPMENT / CONSULTANT

Whatever is needed... from bookkeeping and records management to product design and development; Creative direction and business consulting; Digital and analog graphic production of brochures, catalogs, brand books, ads, web graphics; Technical direction; Process development and integration; market research.

STARSEED INTERNATIONAL & SACRED FASHION | Asheville, NC | 2013

DIRECTOR OF MEDIA PRODUCTION

Contracted to develop internal marketing and sales materials, standardize documentation, collateral development, proposals, animation and motion graphics, product sample production.

EVP MARKETING & MEDIA | Waterville Valley, NH | 2011 – 2012

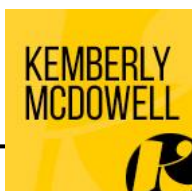
GRAPHIC DESIGN COORDINATOR

Contracted to develop internal marketing materials, standardize documentation, collateral development, and website design; branding and identity creation of TV station; collateral development for launch of new station branding; 2D and 3D animation and motion graphics for station; corporate communications and broadcast commercials.

HOLDERNESS GENERAL STORE | Holderness, NH | 2010 – 2011

RETAIL & DELI MANAGER

Ordering; inventory and database management and pricing; scheduling; employee payroll and human resources; drawer and bank management; merchandising; store signage; daily development of Specials Menu; specialty product line preparation, production, packaging, fulfillment, and distribution; kitchen management; prep cook, line cook and expeditor; catering sales, prep and setup.



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SCOFIELD EDITORIAL | Indianapolis, IN | 2004 – 2009

SENIOR DESIGNER / ANIMATOR

Motion graphics, 2D animation, 3D animation, special effects, compositing and design for broadcast, corporate marketing, and communications. Web and DVD development, project management, technical & creative consulting, on-location technical directing, webmaster, IT vendor liaison, ftp-email-network server administration

- Hired to develop and build a Graphics Department offering in-house and on-demand solutions and services previously outsourced. Within two months, the department was generating significant revenue and is now the majority of the business.
- Worked with Simon Properties in the development, specification determination and testing of video content for a new closed-circuit television network (NY mall used as pilot mall). The network is now installed in 50 Simon Properties nationwide.
 - Wrote the *Content Submission Technical Guidelines* providing specs for submitted video & digital content for advertisers and partners.
 - Collaborated with the Vice President of Marketing to develop Simon Brand Ventures graphic and video content promoting Simon advertising, events, and platforms.
 - Developed animated advertising content for mall retail clients wanting to advertise on the network. Clients included national retailers such as Sunglass Hut, American Greetings, The Children's Place and Macy's to name a few.
- Integral in the development of a project reference numbering system for the Simon Malls assignments resulting in easier project referencing for future recall. System was then implemented for all company projects.
- Production of 2D and 3D animation, special effects, motion graphics and design for broadcast and corporate distribution. Worked closely with agency creative executives deliver beyond the clients' expectations. Often tasked to provide a cost-effective option without sacrificing design, style, or results.
- Managed schedules and tasks of graphic artists. Creative concept, design flow, continuity maintenance & quality control.
- On-set technical and creative consultation for efficient production-to-post workflow process.
- File management (production and ftp servers); account management (users and passwords); server backups; liaison with IT vendor.
- Designer and Webmaster for the company domain; email administrator; implemented company-wide, branded email signatures; monitored web traffic statistics.

THE SANDERS GROUP | Indianapolis, IN | 1999 – 2002

LEAD ARTIST / ANIMATOR

Logo design, print, packaging, video graphics, 2D and 3D animation, web design, interface design and multimedia content graphics, DVD interface design, storyboarding, live event stage design, and set prop design and construction.

- Oversee graphic direction and production throughout the company including logo design, print, packaging, video graphics, 2D and 3D animation, web design, multimedia interface and content graphics, DVD interface design, storyboarding, live event stage design, and set prop design and construction. Under my leadership, the company was able to save money by keeping all art production in house hence eliminating the need for a freelance artist budget.
- Managed schedules and task assignments of artists in areas of creative concept, design flow, continuity maintenance and quality control.
- Provided onsite consultation on video shoots and creative meetings to ensure the client needs were exceeded.
- Integral in the development of project reference numbering system resulting in easier project recall.

OMNI PRODUCTIONS CONTRACT | Carmel, IN | 1998 – 1999

MULTIMEDIA DESIGNER

Creative direction and graphic design and coding for interactive CD-Roms, websites and print projects.

OFFICE MAX | Carmel, IN | 1998 – 1999

COPYMAX SUPERVISOR / DESKTOP PUBLISHER

Customer service, sales tracking, supply ordering and bill reconciliation.

FULL SAIL | Winter Park, FL | 1996 - 1997

VIRTUAL REALITY LAB INSTRUCTOR

Technical and creative fundamentals of VR and 3D modeling for real-time gaming. Developed tutorial content and graphics.

COMPUTER ANIMATION LAB INSTRUCTOR

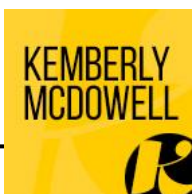
Modeling and animating techniques using Maya software (previously known as Alias Wavefront).

ASSISTANT UNIX SYSTEM ADMINISTRATOR

File management and software installation for a 40-workstation computer lab.

RECEPTIONIST / GENERAL ASSISTANT

26-line switchboard, data entry, filing, security, key disbursement for studios, guest and student relations, studio maintenance.



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EDUCATION

FULL SAIL | Winter Park, FL | 1996 - 1997

DIGITAL MEDIA SPECIALIZED ASSOCIATES

A comprehensive study of multimedia consisting of intense hands-on computer training in 2D and 3D graphics, animation, special effects and virtual reality including video and post-production, lighting and audio engineering.

HONORS & AWARDS

- Valedictorian
- Advanced Achievement Award
- Course Director Awards: Computer Animation 1 | Computer Animation 2 | Post-Production | Sound for Motion Picture and Television

ILLINOIS STATE UNIVERSITY | Normal, IL | 1984 - 1988

MASS COMMUNICATION / PUBLIC RELATIONS

Courses of interest include Graphic Representation, Graphic Production, Photojournalism, Specialized Publications, and Reporting

SOFTWARE HIGHLIGHTS

ADOBE Creative Suite

After Effects | Photoshop | Illustrator | InDesign | Dreamweaver
Acrobat | Premiere Pro | Audition | Media Encoder | Lightbox

PLUS

Rhino	Office 365
Cinema 4D	OnlyOffice
Maya	Hive
Blender	

CHARACTER TRAITS

High attention to detail
Strong leadership qualities
Excellent communication & problem-solving skills
Excellent client interaction skills
Excellent ability to multitask
Strong work ethic
Self-motivated Team Player
Accelerated learning ability
Observant, Proactive & Organized
Excellent ability to accept criticism
Ability to work well under pressure & deadlines

KUDOS VIA LINKEDIN

<http://www.linkedin.com/in/kemmcowell>

"Rarely do you get an individual who sees the entire field. Kem is the total package. She doesn't just worry about the effect or transition she's currently working on... she worries about how THAT transition makes the whole piece feel. She has an excellent grasp on the project as an entire work not just a collection of different methods. All that and she's terrific to work with, does whatever it takes."

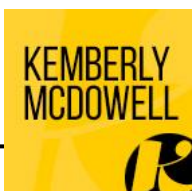
~ Jason Morris, Project Manager/Producer/Director – Vision 3

"Kem is the rare graphics design talent that understands and possess the creativity to deliver a product that is unique, outstanding and accomplishes a particular set of client goals. When dealing with corporate clients often the most creative design option is not the most appealing to decision makers. Under Kem's careful design eye this was never a concern, she understood the environment and delivered designs where a weak choice was not an option. Confident in her ability but not pushy with her designs and always willing to incorporate suggestions. It was always an advantage to have Kem a part of a project team because I knew the design would be off the chart.

~ John Wheeler, Creative Team Leader – The Sanders Group

"Kem is an excellent graphic designer / After FX artist whose work is often the standard by comparison around here. More than once, we've said "we need a Kem" for this job. I wish I had an AE artist with Kem's creativity and chops!

~ Mike Ullrich, President/Film Editor – UMOTION



PARTIAL CLIENT LIST

Arby's	Do It Best Hardware	Indiana State Fair	Polaroid
Asheville Savings Bank	Dupont Hospital Network	Indiana Tourism	Purdue University
Ayanah Essence	Earshot Audio Post	Indiana University Purdue University	Roche Diagnostics
Australian Gold	Eli Lilly and Company	Indianapolis Zoo	Rubin the Cat Records
Bearded Broker	Essential Therapy Services	JD Byrider	Safe Auto
Big Brother Big Sister	Floafers	Kentucky Tourism	Salt Development
Bighthouse Communications	EVP Marketing & Media	Marsh Supermarkets	Simon Malls
Butler University	GlasseX	Martins Supermarkets	St Vincent Health Network
Carpenter Realtors	Henny Penny	MIBOR	Steak n Shake
Carrier Corporation	Herbal Gratitude	MindSpring Music Festival	Squam Lakeside Camp Resort
Children's Museum of Indianapolis	HH Gregg	National Car Sales	Subway
Centennial Wireless	Hoosier Lottery	NCAA	Union Federal Savings Bank
Clarian Health Network	House of 7 Beggars Synagogue	Nolichucky Gorge Campground	Unaka Woodworks Gallery
Cleveland Clinic	Human Companies	North Carolina Glass Center	Virtual Meeting Strategies
Community Health Network	ITT Technical Institute	Owl Studios	Waterville Valley Resort
Craig Thurston Music	Illiana Financial Credit Union	PAREI	Wild Coyote Grill
Cummins Engines	Indiana Department of Revenue	Peyton Manning Children's Hospital	WVTV-3
DeVry Institute of Technology	Indiana Historical Society		

WEBSITE EXAMPLES - CURRENT

CONFORMANCEWARE.COM | identity/brand design, website design and development

IHSERIES.COM | identity/brand design, website design and development

MCSERIES.COM | identity/brand design, website design and development

HEALINGHOTHANDS.COM | logo type design, website design, development and management

