



KIM MOREHEAD

Content Producer / Sr. Designer

Website Portfolio

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651-D Spice Trader Way
Orlando, FL 32818

Summary

Content Producer and Sr. Designer based in Orlando, Florida.

Versatile senior-level creative with 15+ years broad experience including art direction, graphic design, UI/UX design, motion graphics, and video. Largely focused on developing new and innovative products, designed to enhance Disney vacation photos.

Proven ability to multitask, meet deadlines, and work fluidly with both technical and creative minds. Exceptional communication skills and project management capabilities.

Technical Skills

Expert in design applications within Adobe CC: Photoshop, Illustrator, InDesign, Dreamweaver, Acrobat Pro

Microsoft Office, Outlook, WordPress, CMS

Working knowledge of HTML and CSS

Career Experience

Disney Parks & Resorts Digital, Celebration, FL

Disney Photo Imaging Specialist, December 2015 - Present

- Design and manage the assortment of “magic shots” which feature Disney characters and art elements digitally added to Disney PhotoPass photos.
- Partner with vendors, Imagineers, and Park Operations to produce physical props to use in Disney PhotoPass photos.
- Manage team member(s) who produce video content for Disney PhotoPass including internal video presentations, marketing videos, personalized Disney attraction videos, and video magic shots.
- Manage design and production of digital art for DisneyPhotoPass.com photo products.

Highlights:

- Designed a nighttime glow prop themed after the lanterns from the Disney film *Tangled*, which regularly has a 30 to 45-minute queue to be photographed with it.
- Designed a Headless Horseman magic shot for Halloween at Magic Kingdom and Disneyland Park, which was the highest-performing magic shot in PhotoPass history.

Self-Employed Freelancer, Orlando, FL

Art Director, June 2000 - Present

- Design print collateral, ads, marketing materials, promotional materials, outdoor ads, vehicle wraps, and t-shirts for a wide range of clients from corporate to non-profit.
- Develop corporate identity for small businesses including logo design, stationery, and brand guideline documentation.
- Design client websites and e-mail marketing campaigns, as well as assist with social media strategy and implementation.

Highlights:

- Winner, 2010 “Most Creative Website” award at freelance client’s industry conference.
- Presented a web design workshop at annual technology conference for girls.

Disney Photo Imaging, Lake Buena Vista, FL

Graphic Designer, October 2009 - December 2015

- Provided art direction to both internal and external creatives working on merchandise art for DisneyPhotoPass.com products.
- Designed print collateral for Disney Photo Imaging brands such as Memory Maker and Disney PhotoPass service.
- Conceptualized and produced final output for animated photo overlays featuring Disney characters.
- Created graphics for personalized Disney attraction videos and internal video presentations.

Highlights:

- Consistently art directed and designed top-selling merchandise art for DisneyPhotoPass.com products including photo books and 12-month photo calendars.
- Member of launch team for Disney’s MyMagic+ service (launched in 2013).
- Art directed external agency for personalized Disney photo eBook.

Disney Photo Imaging, Lake Buena Vista, FL

Design & UI Specialist, June 2006 - October 2009

- Designed UI for DisneyPhotoPass.com experiences, including commerce, widgets, and complex product builders such as 12-month calendars and photo books.
- Authored functional specification documents for DisneyPhotoPass.com website UI.
- Designed merchandise art for DisneyPhotoPass.com online photo products.
- Created photo borders and overlays for online users to place onto their Disney photos.
- Designed print collateral supporting the Disney PhotoPass brand.
- Photographed products and talent for Disney PhotoPass marketing purposes.

Highlights:

- Designed initial style guide for the Disney PhotoPass website.
- Nominee, 2007 Disney “Partners in Excellence” award.



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Career Experience (continued)

Silesky Marketing, Owings Mills, MD

Graphic Designer, July 2001 - April 2004

- Designed logos, identity packages, print collateral, ads, outdoor, and websites for small to medium-sized business clients.
- Participated in strategic planning sessions for clients' brand development.

Highlights:

- Hired as first full-time graphic designer for the firm.
- Managed creative projects during Art Director's 3-month leave of absence.

Education

Mary Baldwin College, Staunton, VA

Bachelor of Arts, Graphic Design, May 2001