

{ strategic creative direction, design, print management + copywriting }

kim g creative direction/design

Originally from northeastern Long Island, NY, Kim studied Industrial Design at the Pratt Institute in Brooklyn before moving to Seattle, Washington where she received her Masters in Design.

Well conceived and articulated design has been Kim's passion for over fifteen years. Kim is an experienced steward of brands — conceiving effective design solutions that reflect the essence of brands, solicit an emotional response from the target audience, and build brand loyalty.

For more than four years as Creative Director of Silversea Cruises, Kim helped build one of the most revered brands in the cruising industry. During her tenure as a key member of the marketing team, execution of a finely-tuned marketing strategy saw new business increase by 85% coupled with a 50% increase in repeat business.

CORE CREATIVE SPECIALTIES

Brochure & catalog, logo & brand guidelines, directmail, web design & art direction, photo/video art direction & production, exhibit/retail display & design, outdoor signage, packaging and brand collateral.

CLIENTS PAST & PRESENT

One&Only Resorts, Kerzner International, Northrop and Johnson Charter & Yacht Brokerage, GMCVB (Miami Visitors Bureau), Sunny Isles Beach Resort Association, Silversea, The Biltmore Hotel, St Regis Resorts & Residences, Regent Cruises, Hilton, Consensus Planning Group (PR), several nationally prominent universities (PennState & Utah State University) as well as real estate developments in Las Vegas, Chicago, Mexico and Florida.

WEBSITE DESIGN

www.stregisbalharbour.com

www.sianbeachclub.com

www.cabanacay.com

design group founder + creative director >> plantation, florida launched apr 04

A boutique design studio specializing in the luxury travel and real estate market. Led by principal, Kim Grijalva, Stella Design offers strategic creative direction, design, interactive, photography, copywriting and print production. Stella Design is built on the project-driven business model, teams are created to address the specific needs of every assignment. Team members are selected from a core group of seasoned, independent creative professionals. During this past year, Kim was integral in the recent marketing success of the St. Regis, Bal Harbour Resort & Residences, working closely with the key decision makers to implement a significant sales and marketing effort that has resulted in nearly \$1 billion dollars in sales.

A love for print coupled with extensive print experience lead Kim to launch StellaInk, a fine letterpress shop in 2007, current clients include St. Regis and One&Only Resorts. In addition, she is an adjunct professor with the Art Institute of Pittsburgh, online division and currently teaches Concept Development and Color Theory. As a member of the AIGA since 2000, Kim believes in continuing to grow and learn in an active and thriving design community.

Clients: One&Only Resorts, Kerzner, Greater Miami Convention and Visitors Bureau, St.Regis Resort & Residences, The Biltmore Hotel, Northrop and Johnson Luxury Yacht Collection and Charter, several nationally prominent universities (PennState & Utah State University) as well as real estate luxury developments in Las Vegas, Chicago, New York and Miami.

silversea cruises creative director >> ft lauderdale jan 00 - mar 04

For more than four years as Creative Director of Silversea Cruises, Kim helped build one of the most revered brands in the cruising industry. During her tenure as a key member of the marketing team, execution of a finely-tuned marketing strategy saw new business increase by 85% coupled with a 50% increase in repeat business. Kim was instrumental in developing and managing the brand image and positioning within the luxury cruise and resort market. Well versed in press and print production experience, she was integral in the selection and coordination of a direct paper purchase, which saved the company approximately 20% annually on print.

As Creative Director, Kim built a diverse creative department of eight, which included designers, writers, production management and traffic coordination. Kim lead the design of major consumer and sales material, producing and art directing photoshoots on location and on board the ships, working with photographers to develop an exclusive database of destination images, ad campaign concepts, brochures, direct mail and all aspects of department administration. In addition, she was part of the lead team in the product development and launch of *The World of ResidenSea* and the launch of two new Silversea ships: *SilverWhisper* & *SilverShadow* in 2001-02. Product development included strategic partner marketing programs and a comprehensive scope of creative support materials tied to key PR events and on board collateral.

oris root principal + art director >> ft lauderdale sept 98 - jan 00

Responsible for all aspects of a start up design studio: creative direction, developing procedures, directing creative staff and design. Developed the business through innovative concepts and solutions for a broad range of clients. Work included corporate identity and branding, exhibit design, annual reports, website design, billboards, signage and in-store displays. For the GMCVB, Kim designed and produced the entire campaign for 'Pow-Wow' International Hotel and Hospitality Convention event held in Miami, 1998. Among the materials created were: billboards, bus signage, street banners, invitations, maps and event passes

Clients: Toshiba, Greater Miami Convention and Visitors Bureau (GMCVB), Long Distance International & Too Jays

gl homes of florida art director >> ft lauderdale sept 97 - aug 97

Kim worked directly with the company president, to develop annual ad campaigns and collateral: community brochures, direct mail and invitations. She assisted in coordinating grand opening events and worked closely with interior designers to create decorator showrooms and store signage, information displays and collateral support material.

the bon marché art director >> seattle aug 96 - aug 96 - june 97

Art directed studio retail product and on location retail fashion photo shoots. Established formats for newspaper and direct mail. Collaborated with copywriters to develop campaign concepts. Reviewed photography, color separations and matchprints.

the museum of flight exhibit designer >> seattle sept 95 - aug 96

Worked with The Boeing Company, The University of Washington and The Museum of Flight to develop an international traveling exhibit based on the history of aircraft materials and design. Developed graphics, scale models, working drawings, color elevations and program brochure. Sourced vendors and maintained overall project budget of \$1.5 million.

education

ba bachelor of industrial design >> may 92

Pratt Institute, School of Art & Design, Brooklyn, NY

mfa master of fine art >> mar 96

University Of Washington, School of Design, Seattle, WA

software + technical skills

Mac platform: Adobe CS3 InDesign, Illustrator, Acrobat, Bridge & Photoshop, Quark 6.5, Keynote, Microsoft Word & Powerpoint. Letterpress Printmaking and Photography.