

Kim Vonesh

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EXPERIENCE

about me:

purple

ENTP

taxi driver

indie rock

pixies

built to spill

cat person

georgia peach

louisville, kentucky

go big blue

ky derby

shoes

shaker egg

cooking with bourbon

kansas city art institute

MFA@IU

it's noon somewhere

spicy

first of one

taurus

painter

governor's school

louise nevelson

herman miller

bohemian

taught at IU

speeding

grits

y'all

made up words

popcorn

this american life

grrrr

strengths finder:

maximizer

responsibility

discipline

arranger

individualization

Vonesh Designs, Chicago, IL

Creative Director

March 2018 – Present

Hands-on strategic creative. I am working with companies and non-profits with digital experiences online and on social channels.

Developing a strong creative and strategic vision and executing high-quality integrated marketing communication programs in coordination with the company's strategic business objectives.

SNAPProducts, Northbrook, IL

Creative Director/Creative Lead

Naturally Good For You, M. Skin Care and Miss Spa

October 2018 – December 2019

I was leading the launch of Naturally Good For You (Naturally G4U), a product line of six collections (33 products total) of nourishing supplements and nutrient-rich skin care. From developing the brand strategy and brand guidelines to packaging, POS, product and lifestyle photography, creating a Shopify site, developing creative for Amazon, ULTA and other online properties, email acquisition campaigns, influencer outreach and marketing, plus organic and paid social campaigns.

Brand development for M. Skin Care – a men's skin product line sold online, at CVS and ULTA.com. Created brand guidelines, packaging, POS, product and lifestyle photography, Shopify site, and creative support for POS and social.

Creative support for Miss Spa and Miss Spa Skin Care by creating and producing 48 product videos for the Miss Spa XO line of products sold at Target, Target.com, ULTA Beauty and ULTA.com. I have created a 60-second Sizzle video for the launch of the 12 new Miss Spa Skin Care products as well as product videos and videos to support the launch on social channels.

McGuffin Creative Group, Chicago, IL

Creative Director

February 2014 – March 2018

As Creative Director at McGuffin Creative Group, I led the creative team to create campaigns to drive sales and awareness through online channels as well as direct mail and advertising (retail, print, email, OOH, radio, video, digital, and social). Our team was dedicated to BMO Harris Bank and BMO Financial Group, and we extended our campaigns across the border into Canada. I worked with the account team, art directors, designers, motion graphic designers, video producers, production managers, and designers from ideation to concept development to production and delivery.

Wire Stone, Chicago, IL

Solutions/Creative Director

December 2006 – February 2014

As Solutions/Creative Director, I was responsible for the overall quality of creative, strategic, and technical solutions delivered to our B2B and B2C Fortune 500 clients.

I was responsible for developing a strong creative and strategic vision and for executing high-quality integrated marketing communication programs in coordination with the company's strategic business objectives. At Wire Stone, I oversaw multi-disciplinary creative teams in the creation and production of websites, videos (60-second sizzle videos to how-to videos), online activations, digital initiatives and social for clients that include Google, Motorola Mobility, Motorola Solutions, Verizon, AT&T, Sprint, Virgin Mobile, WIMM Labs, Northwestern Memorial Hospital, Green Choice Bank, and ConAgra's Kid Cuisine and Alexia Foods (they have the best sweet potato fries!).

I demonstrated my deep understanding of target audience motivators by creating interactive online brand experiences that aimed to engage, entertain, educate, and compel the audience into becoming brand advocates.

Kim Vonesh

EXPERIENCE CONT.

Maddock Douglas, Elmhurst, IL
Director of Interactive
March 2005 – December 2006

At Maddock Douglas, I was responsible for the strong creative and conceptual vision for all of our digital projects. I produced high quality integrated interactive communications to compliment the company's strategic business objectives. I directed creative teams including programmers, animators, designers, writers, and outside vendors. I used my strong understanding of front-end interactive design solutions for back-end data systems and my working knowledge of the capabilities of different platforms and browsers and their constraints online.

Maddock Douglas, Elmhurst, IL
Senior Digital Art Director
January 2002 – March 2005

I managed multi-disciplinary creative teams in the production of online and multimedia initiatives, working in teams that included programmers, junior art directors, designers, writers, and outside vendors. I worked on concepting, developing, and creating integrated brand experiences in both digital and print. I mentored other graphic designers and digital designers.

Maddock Douglas, Elmhurst, IL
Senior Designer (Digital and Print)
January 1998 – 2002

Responsible for creating conceptual and strategic marketing communication pieces for small businesses, medium-sized companies and Fortune 500 companies. Designed projects ranging from printed collateral to digital initiatives. Managed and directed creative teams from start to finish. Scheduled, supervised and directed project-specific photography and illustration. Worked under tight deadlines.

EDUCATION

Indiana University, Bloomington
MFA/Graphic Design
August 1994 – June 1997

Kansas City Art Institute
BFA/Graphic Design
August 1988 – May 1992

ACCOUNT EXPERIENCE

ASSOCIATIONS

National Association of REALTORS®
NCVEI
Chicago Network

BEAUTY/SKIN CARE

Miss Spa and Miss Spa Skin Care
M. Skin Care
Naturally Good For You

COMMUNICATION

Dukane Corporation
Motorola Solutions
Verizon Airfone

CONSULTING

Parson Group, L.L.C.
Zoom Unlimited

CONSUMER ELECTRONICS

LG Electronics
Shure
WIMM Labs

EDUCATION

SkyLight Professional Development
LessonLab
mStoner
Pearson Education

FINANCE

BMO Bank of Montreal
BMO Harris Bank/Harris Bank
DeLaRue
Diners Club International
William Blair Capital Partners, L.L.C.

FOOD AND BEVERAGE

ConAgra/Alexia Foods
ConAgra/Kid Cuisine
Keebler Company
Pabst/Old Style
Pepsi/Near East
Sara Lee
Superior Coffee & Foods, Inc.
Wise Foods, Inc.

HEALTHCARE

AED@Home
National Surgical Hospitals
Northwestern Memorial Hospital
Signature Smiles

HOUSEHOLD GOODS/RETAIL

Colonial Candles Corporation
Enesco Corporation
Lowe's/3Flat
Masterpiece Sleep Products

HOUSEHOLD GOODS/RETAIL

NoraFleming.com
Pampered Chef
Serta, Inc.

MANUFACTURING

ACCO North America
AMTEC Precision Products
W. W. Grainger, Inc.

MOBILE DEVICES

AT&T
Boost Mobile
Claro
Google
Motorola Mobility
Oi
Rogers
Sprint
T-Mobile
Telestra
Verizon
Virgin Mobile

SOFTWARE/TECHNOLOGY

EggFusion
Firstlogic
Information Resources, Inc.
Pitney Bowes Software Systems