



KIMBERLY KESLER

ARTIST / DESIGNER / INSTRUCTOR

CONTACT

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EDUCATION

SOUTHERN NEW HAMPSHIRE UNIVERSITY
MAJOR: GRAPHIC DESIGN/MEDIA MARKETING
MINOR: PSYCHOLOGY
BACHELOR'S
2019-CURRENT *
*PROJECTED GRADUATION 10/2025

INTERESTS

LEARNING NEW COMPUTER PROGRAMS
CREATING NEW AND UNIQUE DESIGNS
COMMUNITY INVOLVEMENT
NETWORKING
ATTENDING SEMINARS
OUTDOOR ACTIVITIES

ABOUT

With a passion for art, teaching, and design, I approach every project with the belief that great design is more than aesthetics; it's about meaning, clarity, and impact. With a background in graphic design and a passion for storytelling, I create compelling visuals that bridge creativity and strategy. Whether teaching students, designing for clients, or crafting personal artwork, my work is guided by faith, mental wellness, and a deep appreciation for the beauty of creation.

SOFT SKILLS

CREATIVE & PROBLEM-SOLVING SKILLS

- CREATIVE THINKING
- CONCEPT DEVELOPMENT
- VISUAL STORYTELLING
- ATTENTION TO DETAIL
- ADAPTABILITY

COMMUNICATION & TEACHING SKILLS

- CLEAR & ENGAGING INSTRUCTION
- CONSTRUCTIVE FEEDBACK & CRITIQUE
- PUBLIC SPEAKING & PRESENTATION
- ACTIVE LISTENING
- COLLABORATION & TEAMWORK

ORGANIZATION & PROFESSIONALISM

- TIME MANAGEMENT
- PROJECT PLANNING
- DEADLINE-DRIVEN WORKFLOW
- CLIENT COMMUNICATION
- MULTITASKING

INTERPERSONAL & EMOTIONAL INTELLIGENCE

- PATIENCE & EMPATHY
- LEADERSHIP & MENTORSHIP
- CONFLICT RESOLUTION
- CULTURAL AWARENESS
- OPEN-MINDEDNESS

HARD SKILLS

GRAPHIC DESIGN & DIGITAL ART

- ADOBE CREATIVE SUITE (PHOTOSHOP, ILLUSTRATOR, INDESIGN)
- BRANDING & LOGO DESIGN
- LAYOUT & TYPOGRAPHY
- UI/UX DESIGN & WIREFRAMING
- DIGITAL ILLUSTRATION
- VECTOR ART & ICONOGRAPHY
- PRINT & PUBLICATION DESIGN

TRADITIONAL & FINE ART

- PAINTING (ACRYLIC, WATERCOLOR, MIXED MEDIA)
- COMPOSITION
- COLOR THEORY

TEACHING & INSTRUCTION

- ART EDUCATION & CURRICULUM DEVELOPMENT
- WORKSHOP & LESSON PLANNING
- STUDENT ENGAGEMENT & COACHING
- CRITIQUE & FEEDBACK DELIVERY

MARKETING & WEB DESIGN

- SOCIAL MEDIA CONTENT CREATION
- VISUAL STORYTELLING
- WEBSITE DESIGN
- INFOGRAPHIC & PRESENTATION DESIGN

MICROSOFT OFFICE SUITE

- MICROSOFT WORD
- MICROSOFT EXCEL
- MICROSOFT POWERPOINT
- MICROSOFT OUTLOOK


PERSONAL EXPERIENCE

In my work with a faith-based recovery program, I led several women's mental health groups, trained team members, and facilitated numerous Step Studies. The program addresses both addiction and mental health challenges, focusing on achieving long-term recovery by identifying and addressing the root causes of struggles to prevent relapse. This cause is deeply meaningful to me and aligns with my passion for supporting others on their healing journeys.

Additionally, my volunteer experience on a worship tech team involved managing lyrics and graphic displays for both in-person and online services. Through this role, I gained proficiency in using ProPresenter and display devices like projectors, ensuring smooth, impactful presentations during weekly services.


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PROFESSIONAL EXPERIENCE

ART INSTRUCTOR FOR THE TOWN OF ATOKA 2024-CURRENT

As an art instructor, I create thoughtful and personalized curriculums and lesson plans designed to inspire and nurture students of all ages. I develop detailed teaching guides that encourage exploration and growth, ensuring each lesson is tailored to the unique needs and abilities of my students. With a focus on both technical skill and creative expression, I strive to create a welcoming and supportive environment where students feel confident to experiment, learn, and grow as artists.

FREELANCE GRAPHIC DESIGNER AND ARTIST 2021-CURRENT

In my freelance graphic design practice, I specialize in developing distinctive and effective branding for small businesses and individual clients. By working closely with clients to understand their unique needs and vision, I create customized visual identities that authentically represent their brand and connect with their audience.

My work includes logo design, brand development, marketing materials, and digital content, with a focus on creating cohesive, memorable brands that help clients stand out in their markets. Each project is tailored to the client's needs, ensuring a personalized approach and delivering results that align with their long-term objectives.

FORBIDDEN FIBER Co. 2022-2023

In this role, I was responsible for cutting wholesale rolls of cross-stitch fabrics to specific sizes, serging the edges, and dyeing them using Dharma Dyes. I developed a strong eye for color theory, skillfully pairing and coordinating colors to complement other products created by my team. My attention to detail and ability to work collaboratively ensured the final products were both visually appealing and cohesive with the overall designs.

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PERSONAL REFERENCES

MICHELLE CROWDER

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PROFESSIONAL REFERENCES

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