



KIM BORLAND
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OVERVIEW

Graphic Designer with unique perspective and background - over 10 years experience in sales and Interior Design trades. Visual Designer with an interest in user experience and research.

EDUCATION

B.F.A. | APRIL 2023 | WAYNE STATE UNIVERSITY

Major: Graphic Design

Minor: Art

Related coursework: Design Process, Graphic Design I & II, Typography I & II, History of Graphic Design, Senior Studio, Senior Seminar

A.A.S. | APRIL 2017 | SCHOOLCRAFT COLLEGE

Major: Computer Graphics Technology, Web Design concentration

Related coursework: Web Design Studio I, II and III, Illustrator, Photoshop, InDesign, Photography

B.S. | APRIL 2003 | EASTERN MICHIGAN UNIVERSITY

Major: Interior Design

Related coursework: Interior Design Studios I – IV, AutoCAD, Drawing I & II, 2D Design, 3D Design, Textiles, Lighting, History of Interiors

UI/UX DESIGN SPECIALIZATION | DECEMBER 2020

COURSERA/CAL-ARTS

Related Coursework: Wireframes to Prototypes, Web Design – Strategy and Information Architecture, UX Design Fundamentals, Visual Elements of User Interface Design Experience

EXPERIENCE

CABINET SALES SPECIALIST | LOWE'S HOME IMPROVEMENT | MARCH 2023 - PRESENT; APRIL 2021 – AUGUST 2022, SEPTEMBER 2013– SEPTEMBER 2016

- Regional top 10 Cabinet Specialist - July 2021 and December 2021.
- Delivered over 100% of my target sales goal 9 times since April 2021.

PROJECT SPECIALIST INTERIORS | SEPTEMBER 2016 – FEBRUARY 2019

- Field measured, designed, and sold Kitchen, Bath, Office, and Entertainment area projects and managed project, start to finish.
- In 2018, 2019, worked out of both New Hudson and Scio Township locations, splitting my time between the two stores. In that year, I brought in about \$830,000.00 in sales between the two locations

MARKETING DESIGNER | VIRGINIA TILE COMPANY AUGUST 2022 – FEBRUARY 2023

- Design marketing materials, brochures, and technical guides for tile product lines.
- Manipulate photos and update website photos and information through CMS Salsify.

INTERIOR DESIGNER | BAKER KITCHEN AND BATH | DECEMBER 2020 – APRIL 2021

- Measured, designed, presented, and sold kitchen and bath projects for startup Design/Build firm. Specified cabinets, countertops, plumbing and electrical fixtures, tile, interior finishes.
- Developed budget, and proposal package with design specifications, renderings, budget, and finish selections.

SKILLS & ABILITIES

- Proficient in Adobe Creative Suite – 9 years experience using Illustrator, Photoshop, InDesign.
- HTML5, CSS3 Proficient. Familiarity with mobile first responsive design, cross-browser compatibility and web accessibility standards. Kitchen design using 2020 software.
- Some experience with Adobe After Effects, Premiere Rush and AutoDesk Maya.
- Wireframing and Prototyping using Balsamiq, Invision. Whiteboarding experience with Miro.
- Designed portfolio website using WordPress. I taught myself in 2020.
- Proven sales history shows my commitment to achievement, setting and reaching goals.