



**Kim Daley**

Design Direction

2021 - 2023

## Associate Design Director

Council inc.

Leading and managing the design team on the creation of Branding, Product and Web based experiences for a variety of major brands and early stage startups.

2020 - 2021

## Sr. Art Director

Council inc.

Project lead, collaborating on a multidisciplinary team involving Strategy, User Experience and Interface Design for Google, Spotify and Zonda.

2018 - 2020

## Art Director

RoundHouse

On-set concept and direction for adidas and Reebok that manifested as Digital, Experiential and Retail creative.

2017 - 2018

## Art Director

Swift

Concept and Art Direction for Google digital campaign creative.

2015 - 2017

## Designer

Swift

Designing, illustrating, animating and art directing a variety of digital creative for a wide range of clients including Nestle, Mattel, Twitter, PERIOD and Google.

### Education

## Ringling College of Art and Design

BFA Graphic and Interactive Communication  
Minor in Business of Art and Design

### Proficiencies

Figma, Sketch, After Effects,  
Adobe Suite, Google Suite

### Featured Past Clients

Google, adidas, Spotify, Mattel,  
Nike, Nestle, Meow Wolf

2014

## Designer, Freelance

AQKA

Digital design for the Nike website experience.

2014

## Interaction Designer, Intern

Hallmark

Worked with the Digital and Marketing studios to concept and execute design solutions for various mobile app products.

2014

## Visual Communications, Intern

Gravitytank

Collaborated with a multidisciplinary team to design, brainstorm, prototype solutions and expand SC Johnson's existing target audience.