Kim Daley

Design Direction

2023 - Present

Associate Design Director / Freelance

Providing design leadership and direction to various agencies and in-house design teams for a wide range of digital products, advertising and brand experiences.

Code and Theory, Owen Jones, MetaLab, Allbirds, Penguin Random House

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 photo and video direction for adidas and Reebok that manifested as cross-platform digital, experiential and retail creative.

2017 - 2018

Art Director — Swift

Concept and art direction on a multidisciplinary team aimed to create strategically informed and cross-platform digital campaign creative for Google.

2015 - 2017

Designer — Swift

Design, illustration, animation and art direction on a variety of digital advertising creative for a wide range of brands including Nestle, Mattel, Twitter, and Google.

2014

Designer / Freelance — AKQA

Collaborated with the team on design solutions 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.

2013

Visual Communications / Intern — Gravitytank

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

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, Zillow

Portland, OR

kimdaley.me

daley.kimm@gmail.com