KEBF

GRAPHIC DESIGN SERVICES

Kimberley EB Fasano

215 Monarch Avenue
Goffstown, NH 03045
+1-603-377-0287

kebfgraphicdesign.com

kim@kebfgraphicdesign.com

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Kimberley Fasano

I was first introduced to Adobe Photoshop in 2003, and my life was forever changed. I discovered a love for creating and manipulating photograph and graphic content to effectively market my client's company and product.

Now, over 20 years later, with the experience of a marketing communications professional, a non-profit organizer, and a graphic designer, I bring a unique perspective to my client's designs. Using an understanding of the principles of both design and marketing, I effectively collaborate with clients to do what needs to be done to fully develop their branding and designs.

My goal as your designer is to work with you to grasp what your company's needs are. Whether it is complete brand development or re-design, developing a new logo, creating advertising, tradeshow graphics, collateral development or effective web design, I will strive to listen to your needs, ideas and critiques to effectively create the design you are looking for.

GRAPHIC DESIGN SERVICES

Kimberley EB Fasano

Graphic Designer & Marketing Consultant
2010 to Present

HC Salon and Day Spa - Full Re-brand from old salon management to new with new name, logo, website, print advertisements, signage and collateral development in 2013. New Website developed on Wix.com in 2020 and continue maintenance.

Maple Avenue Elementary Parent and Faculty Together - Total Re-brand of established and well known brand with new logo, website in wix.com, and collateral development, stationary, mailers and flyers. Continued website maintenance.

Merri-Loo Community Preschool - Complete re-brand with new logo, website, signage and collateral.

Goffstown Litter Critter Group - Created logo for a new local organization.

Haircutters, Ltd. - Website created in Dreamweaver for established salon, continually updated until new management.

St. James Preschool - New logo, website and collateral development created for the school.

Labsphere, Inc. - Tradeshow organization, collateral development, website maintenance, database updates, email marketing, event organization, lead generation, print ad design and Marketing planning.

The Stocked Fridge and Pizza Kitchen - Collateral development including new mailer and menu.

Richard's Bistro - Website design in Dreamweaver and continued maintenance for local restaurant.

Contact

215 Monarch Avenue
Goffstown, NH 03045
+1-603-377-0287

kebfgraphicdesign.com

kim@kebfgraphicdesign.com

www.linkedin.com/in/kimberley-eb-fasano-559b455

https://purplesundesign.etsy.com/

Specialized Skills

Adobe Creative Suite -
Adobe Illustrator
Adobe InDesign
Adobe PhotoShop
Adobe Lightroom

Microsoft Office Suite -
Word
Outlook
Excel
PowerPoint

GRAPHIC DESIGN SERVICES

Volunteer Work

President - Maple Avenue Elementary PFT
Sept 2021 to Present
Oversee Parent/Teacher Group with $100K annual operating budget. Manage all branding, flyer designs, fundraiser and events as well as Social Media, Volunteers, Parents, Staff and Administration. Raised over $150k in over three years.

President - Merri-Loo Community Preschool
May 2020 to Sept 2021
During Covid reworked school organization to keep afloat with flyers designs, new fundraisers, federal loans, re-working schedules and new employees.

Secretary - Merri-Loo Community Preschool
May 2017 to May 2018
Took board meeting minutes, organized cleaning volunteer schedule and supplies.

Publicity Chair - St. James Preschool
May 2014 to May 2015
Re-worked Branding, website, advertisements, social media and collateral development.

Work Experience

Admin Asst. - Maple Avenue Elemtary School
Sept 2022 to May 2023
Organize Student dismissal everyday, point of contact for entry and exit of the school whether in-person, email or phone.

Marketing Communications Coordinator - Labsphere, Inc.
Jan 2006 to Oct 2010
Coordinated tradeshow logistics and display design, collateral development, email marketing, lead generation, photo editing, website editing and re-design, marketing strategy and planning.

Marketing Communication Coordinator - Markem, Inc.
Oct 2003 to Jan 2006
Photo editing, email marketing, global partner logistics, website updates, event organization.

Education

Southern New Hampshire University -
B.A. Graphic Design and Media Arts - Feb 2022 to present, 4.0 current GPA

Keene State College -
B.A. Communications - May 2003
3.3 GPA

University of Derby U.K-
Study Abroad, Jan - June 2002

Awards

WZID -
20 Outstanding Women of 2022

Lambda Pi Eta -
Communication Honor Society
2003

References

Christine Lambert -
Admin Asst Maple Avenue Elme
603-497-3330

Suzanne Pyska -
Principal Bartlett Elementary
603-497-2210

Lorraine Cottle-
Fmr Director Merri-Loo Preschool
603-660-9148

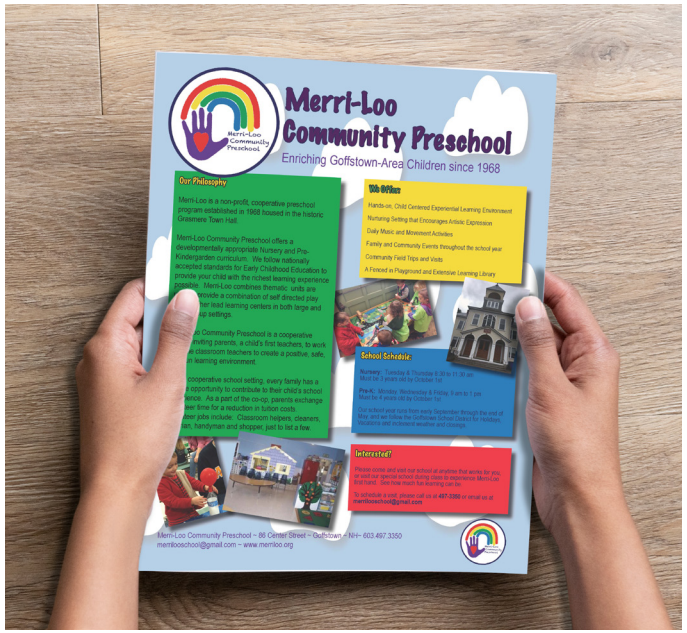
Kim Cunningham-
Owner HC Salon & Day Spa
603-424-5628

Case Study: Pasta Amore

Case Study: Pasta Amore

Completed as a case study for SNHU's Desktop Publishing. The Pasta Amore menu , tri-fold and table tent were designed according to Pasta Amore's Branding Style Guide that was provided including colors, fonts and a logo. A burlap overlay on the margin of the left side of the menu cover showcases images of fresh Italian ingredients used in the restaurant that are featured in many of the menu offerings. An image of a popular dish is featured in the top right corner of the cover. The interior pages feature the same back slate textured background. Menu selections are listed in two columns. The text was spaced so that it was easy to read the menu items. All pieces were designed using the Adobe Creative suite including Photoshop, Illustrator and InDesign.

Re-Brand: Merri-Loo Community Preschool



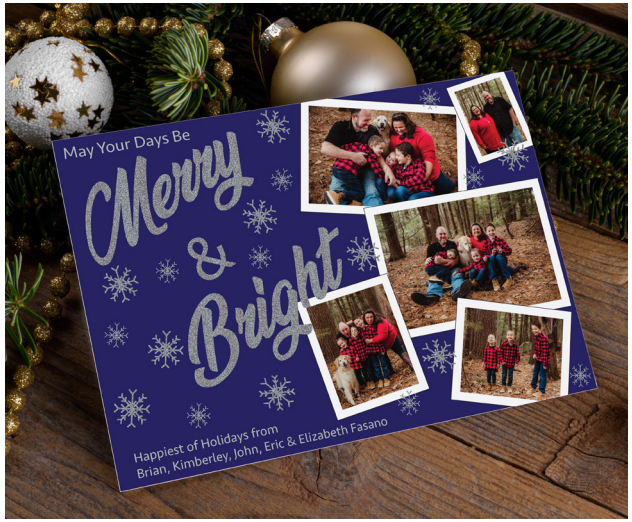
Re-Brand: Merri-Loo Community Preschool

Created for a local pre-school as a donation and in my capacity as President of the Parent Board of Directors. The director of the school asked for a redesign of the logo, website, a flyer to be printed, and signage for the local T-Ball Field. The logo was based on the old hand dawn logo, with updated bold colors and thicker lines. The website was designed with a light blue and cloud background that matched the painted walls as well as the colors and fonts from the logo to create a continuity. The flyer and sign were designed with the same colors and backgrounds of the website to increase the strength of the branding. The website was designed using the Wix.com web portal and the logo, signage and flyer were designed using Adobe Illustrator. Content for the flyer and website were created with the assistance of the director.

Case Study: Amethyst Bay

Designed in Adobe Illustrator and Adobe Photoshop for SNHU's Intro to Digital Imaging course, this full-page ad and web ad were designed for a fictional resort. Using the established branding colors, logos and typography from the provided branding guide I designed this ad with my own created tagline of "Start Living in Color" with the gradient overlay of the picture starting in black and white and the swimmers swimming into the emerging color.

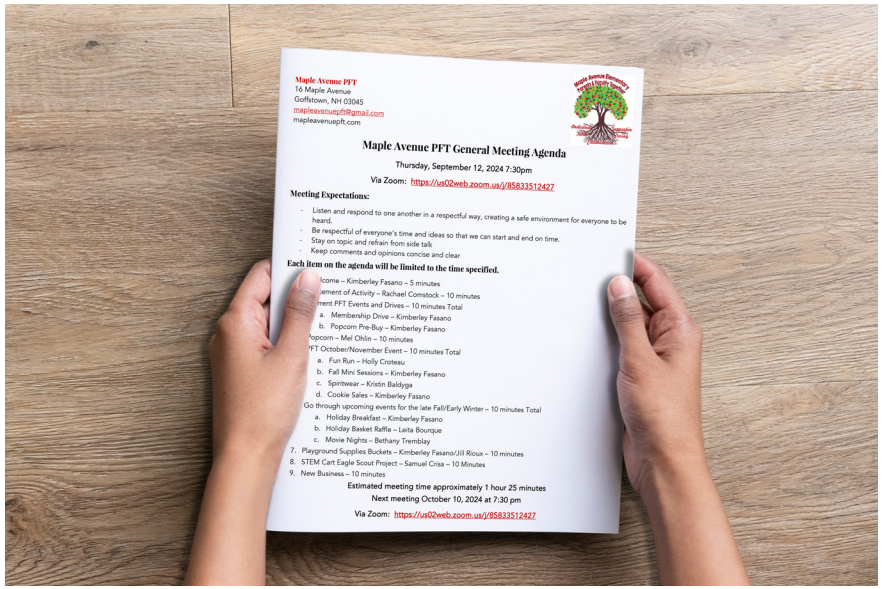
Cards & Invitations



Cards & Invitations

Holiday cards, anniversary parties, birthday parties, weddings and baby showers. A vareity of cards have been designed in Adobe Illustrator over the past 15 years. Careful consideration has been paid to color and fonts, and what the particular customer was looking for in their design.

Maple Avenue PFT



Maple Avenue PFT
16 Maple Avenue
Goffstown, NH 03045
mapleavenuepft@gmail.com
mapleavenuepft.com

Maple Avenue PFT General Meeting Agenda

Thursday, September 12, 2024 7:30pm

Via Zoom: https://us02web.zoom.us/j/85833512427

Meeting Expectations:

- Listen and respond to one another in a respectful way, creating a safe environment for everyone to be heard.
- Be respectful of everyone's time and ideas so that we can start and end on time.
- Stay on topic and refrain from side talk
- Keep comments and opinions concise and clear

Each item on the agenda will be limited to the time specified.

1. Welcome – Kimberley Fasano – 5 minutes
2. Engagement of Activity – Rachael Comstock – 10 minutes
3. Current PFT Events and Drives – 10 minutes Total
   a. Membership Drive – Kimberley Fasano
   b. Popcorn Pre-Buy – Kimberley Fasano
4. Popcorn – Mel Ohlin – 10 minutes
5. PFT October/November Event – 10 minutes Total
   a. Fun Run – Holly Croteau
   b. Fall Mini Sessions – Kimberley Fasano
   c. Spiritwear – Kristin Baldyga
   d. Cookie Sales – Kimberley Fasano
6. Go through upcoming events for the late Fall/Early Winter – 10 minutes Total
   a. Holiday Breakfast – Kimberley Fasano
   b. Holiday Basket Raffle – Leita Bourque
   c. Movie Nights – Bethany Tremblay
7. Playground Supplies Buckets – Kimberley Fasano/Jill Rioux – 10 minutes
8. STEM Cart Eagle Scout Project – Samuel Crisa – 10 Minutes
9. New Business – 10 minutes

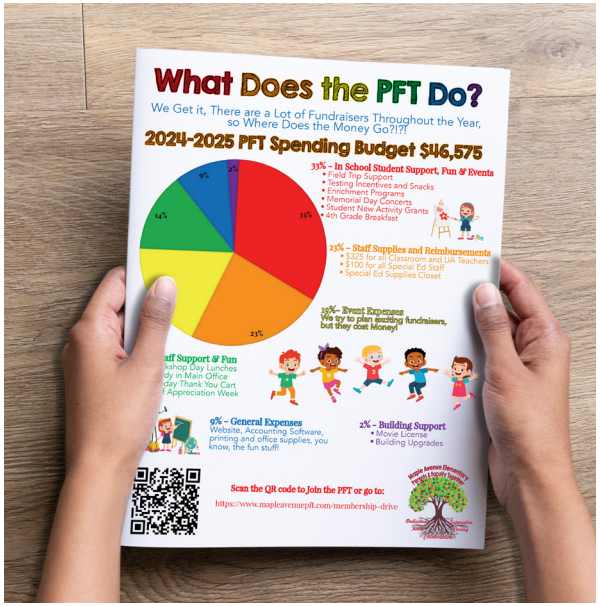
Estimated meeting time approximately 1 hour 25 minutes

Next meeting October 10, 2024 at 7:30 pm

Via Zoom: https://us02web.zoom.us/j/85833512427

Maple Avenue PFT

The logo, website and rebrand were done as a donation to the organization to the local elementary school Parent and Faculty group, and then continued on as a part of my position as President of the organization. the group wandted to use the school & community color of Maroon and requested a logo that resembeled a tree of life with their core values fully displayed and to embody the feeling of community. Accent colors of blue, green and yellow were chosen to contrast the maroon. PLayfair Display and Avenier typeface families were chosem as the headline and body font families to provide a professional and playful look and feel. Everything was designed using the Adobe Creative Suite and Wix.com.



HC Salon & Day Spa

HC Salon & Day Spa

Looking for a re-brand of an established salon after a change of ownership the new owners were looking to convey a feeling of luxury, style and sophistication. Black, magenta and white were chosen to convey these feelings. The logo was designed witha simple sans serif and contrasting fancy serif font family to give a sophisticated feel in blak and white. The name of the salon was paired with magenta swirls and floral like illustrations. The website was designed in Wix.com with these colors and font families. The logo was designed in Adobe Illustrator and flyers and posters and other printings were done in Adobe InDesign. Signage was designed in Adobe Illustrator.

Portrait Mini Sessions Flyers

Done in Adobe Illustrator for an annual fundraiser for the local Elementary School's Parents and Faculty Together (PFT) organization, this design is a flyer that is put in the group's annual welcome packet. With images provided by the photographer, the design considered based on the colors of the season, pictures that are chosen and the colors of the logo. A QR code is created to link to the booking website and the dates and information is prominently displayed. Special care is made to create negative space and simplistic design. The minimalistic approach is done to attract extra attention by the viewer. These flyers have been successful selling out the fundraiser every year.

Pizza Kitchen Mailer Menu

Created in Adobe Illustrator for a client looking to develop a mailer menu. This tri-fold menu was created based on the branding that the client provided with content, logos, typography and input. Colors of olive and burgundy were used based upon colors that were used in previously in other marketing materials and signage. The burlap overlay was used for a rustic & Italian feel and to contrast each other. The images were provided by the client and used to create borders and interest in the menu. This panel was also used as the back panel for the mailing address to be added, the dimensions for which were worked on with the off-set printer that printed the menus. The back olive panel was designed to advertise the client's other business that shared the same space as the pizza shop.

Case Study: Upper Crust Bakery

Designed with Adobe Illustrator as a case study for SNHU Graphics and Layout class, I chose to design a logo for the rebrand of the fictional Upper Crust Bakery. Choosing bakery versions of the colors of the French flag (Blue, white and Red) to a light blue and magenta to pay homage to both. Letterhead, business card and envelop designs featured the Serif typeface using the colors of the logo and the fleur de lis to pay homage to the French feature of the brand that was important within the assignment.

Typography Word Portrait

Using both Adobe Illustrator and Photoshop for SNHU Typography Design class, this is one of my most favorite projects. Tasked with creating a word portrait of a fictional character, I chose one of my most favorite literary and screen characters, Elizabeth Bennett of Jane Austen's "Pride and Prejudice" in the Keira Knightly 2003 film adaptation. Featuring the modern Adobe Caslon Pro typeface, which is a recreation of the original tyoeface that was used in the first printing of the novel in 1812. I pulled my favorite Elizabeth Bennett quotes from the book. With Adobe Photoshop I changed the image into shadows and pulled those shadows into Illustrator where I broke the shadows into sections, and simplified those shaped with the remove anchor tool. With the "Fit text to Shape" and Type on a Path" features, i was able to bring the portrait to life. It was a true labor of love..

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