

Well crafted design paired with in-depth creative strategy has been Kim's passion for nearly fifteen years. Kim is an experienced steward of brands, conceiving effective design solutions that reflect the essence of brands, solicit an emotional response from the target audience, and build brand loyalty. Kim draws from a unique background in industrial design, theatre set design and a wealth of professional experience in the field of commercial arts.

STELLA DESIGN GROUP FOUNDER & CREATIVE DIRECTOR » PLANTATION, FLORIDA LAUNCHED APR 04

In April 2004 Kim launched Stella Design, an award-winning boutique design consultancy offering strategic creative direction and design, followed by the launch of StellaInk in 2007: a fine letterpress studio, creating ephemera on a traditional style 1920's antique platen press.

Kim seeks accounts that provide the "right fit" for 'Stella': products with style, presence and authenticity. While original design and great ideas are important, Kim also believes firmly in results. In 2007, in a down-turned real-estate market Kim focussed attention on results and was integral in creating a marketing and creative strategy for the St. Regis, Bal Harbour Resort & Residences resulting in nearly \$1 billion dollars in sales. Drawing from her Industrial Design roots, Kim is intrigued with the ever-evolving marketplace and sees every project or product launch as an exciting process of distilling down information, disseminating the pieces and extolling the true nature of the brand. In turn delivering materials that resonate with the target audience. Kim always keeps an eye on trends while maintaining a sense of tradition, the result is fresh, effortless looking design with a sense of purpose.

CLIENTS: ONE&ONLY RESORTS, KERZNER ATLANTIS, GREATER MIAMI CONVENTION AND VISITORS BUREAU, ST. REGIS RESORT & RESIDENCES, THE BILTMORE HOTEL, LAVAZZA, WEST MARINE, NORTHROP AND JOHNSON, SEVERAL NATIONALLY PROMINENT UNIVERSITIES INCLUDING PENNSYLVANIA & UTAH STATE UNIVERSITY, AS WELL AS LUXURY REAL ESTATE DEVELOPMENTS IN MEXICO, COSTA RICA, LAS VEGAS, CHICAGO, NEW YORK AND MIAMI.

SILVERSEA CRUISES CREATIVE DIRECTOR » FT LAUDERDALE JAN 00 - MAR 04

For more than four years as Creative Director of Silversea Cruises, Kim helped build one of the most revered brands in the cruising industry. During her tenure as a key member of the marketing team, execution of a finely-tuned marketing strategy saw new business increase by 85% coupled with a 50% increase in repeat business. Kim was instrumental in developing and managing the brand image and positioning within the luxury cruise and resort market.

As Creative Director, Kim organized a creative department of twelve, which handled all aspects of the agency process. In conjunction with her talented team of writers, designers and production staff, Kim headed up the design of major consumer and sales material: producing and art directing photoshoots on location and on the ships and working with photographers to develop an exclusive database of destination images. Averaging over one thousand annual jobs, the Silversea in-house creative staff of twelve handled all advertising, brochures, directmail, product development, on-board products and communication materials and all aspects of the production process including a direct annual paper purchase which saved the company 20% in print costs. Kim was thrilled to be part of the product development and the successful launch of *The World by Residensea*, as well as the launch of two Silversea ships: *SilverWhisper* & *SilverShadow*.

ORIS ROOT PRINCIPAL + ART DIRECTOR » FT LAUDERDALE SEPT 98 - JAN 00

In a partnership with her marketing guru sister, Kim launched Oris Root, a small but specialized creative and marketing consultants offering finely crafted design and marketing solutions to local Florida businesses. Kim and her sister developed the business through innovative concepts and solutions for an array of client types from non-profit to burgeoning telecomm companies. Offering brand identity, exhibit design, annual reports, website design, billboards, signage and in-store displays. For the GMCVB, Kim handled the design and oversaw production of the print campaign for *'Pow-Wow' International Hotel and Hospitality Convention* event held in Miami, 1998. Among the materials created were: billboards, bus signage, street banners, invitations, maps and event passes.

CLIENTS: TOSHIBA LATIN AMERICA, GREATER MIAMI CONVENTION AND VISITORS BUREAU (GMCVB), LONG DISTANCE INTERNATIONAL & TOO JAYS

GL HOMES OF FLORIDA ART DIRECTOR » FT LAUDERDALE SEPT 97 - AUG 97

As art director, Kim worked closely with the company president, to develop annual ad campaigns, collateral, community brochures, direct mail invitations and coordinated Grand Opening events and mailings. Kim worked with interior designers to create interactive decorator showrooms that were easy for customers to use as well as navigate due to detailed store signage, information displays and collateral material.

THE BON MARCHÉ IN-HOUSE ADVERTISING GRAPHIC DESIGNER » SEATTLE AUG 96 - JUNE 97

The Bon Marché In-house Advertising handled all creative marketing for this northwest Federated owned retail chain. Kim drew from her set design background and natural ability to conceptualize and stage the scene, art directing studio and location photo shoots both for fashion and product with ease. The results captured the attention of the creative director and the vice president and quickly jettisoned Kim's career and confirmed her love for the field of commercial arts.



KIM GRIJALVA 5540 SW 3RD STREET PLANTATION, FL 33317 954 448 8816

EDUCATION

BID, BACHELOR OF INDUSTRIAL DESIGN >> MAY 92 PRATT INSTITUTE, SCHOOL OF ART & DESIGN, BROOKLYN, NY

MFA, MASTER OF FINE ART, SET DESIGN >> MAR 96 UNIVERSITY OF WASHINGTON, SCHOOL OF DRAMA, SEATTLE, WA

SOFTWARE + TECHNICAL SKILLS

PROFICIENT IN THE FOLLOWING PROGRAMS ON THE MAC PLATFORM: Adobe CS4 InDesign, Illustrator, Acrobat, Bridge & Photoshop, Quark 8.0, Keynote, Microsoft Office: Powerpoint, Word & Excel. Printmaking & Photography.

AWARDS & RECOGNITION

PRATT NATIONAL TALENT SEARCH FULL SCHOLARSHIP RECIPIENT 1987, PRATT INDUSTRIAL DESIGN EXCELLENCE AWARD 1988, METROPOLITAN MAGAZINE INDUSTRIAL DESIGN AWARD 2ND PLACE 1989, UNIVERSITY OF WASHINGTON GRADUATE FULL SCHOLARSHIP RECIPIENT 1993, TO-MANY-TO-COUNT ADDY AWARDS: PLATINUM & GOLD 2000-2005, COMMUNICATION ARTS MAGAZINE PRINT AWARDS 1999 & 2003.

REFERENCES AND PORTFOLIO FURNISHED UPON REQUEST.

