

## **Kim Kelse Glooch** **Designer/Creative Director**

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West Hartford, CT

### **Creating stories that help people connect with brands in a meaningful way.**

Extensive experience leading global design agency and internal marketing creative teams. I use behavioral psychology, customer-centric design thinking, data analysis, interdisciplinary viewpoints, journeys, curiosity, intuition and innovative design to develop and nurture meaningful brands. I also strive to incorporate ethical and sustainable strategies which benefit both consumers and long term growth.

## **Experience**

### **Digital Art Director Global Atlantic: B2B Financial Services**

*Hartford, CT // 2022 - 2024 // globalatlantic.com*

Leading a team of 5 designers within the larger marketing department with the mission to improve the overall customer experience. Accomplishments include leading strategy and executing design for a variety of marketing campaigns, leading Design Thinking work sessions with cross-functional problem solving teams, auditing the digital experience, introducing new software including AI and interactive solutions, formalizing more efficient processes, and gradually updating the primary website design, content and navigation.

### **Creative Director The Shed: Building the circular economy through rental**

*Remote // 2020 - 2022*

When the goal is to change how people consume things, it's more than just a visual brand solution. Re-positioned product rental into a modern consumer and B2B solution benefitting the environment, customers, and merchandiser partners. Teamed with cofounder/CMO to lead strategic experience design and build a marketing team while executing 90% of brand assets across all media.

- Directed positioning, website planning, design and content, landing pages, paid and organic social content, automated flows and promotional emails, seasonal campaigns, environmental ads, loyalty and membership programs, gift card program, mailers, event materials, integration of data analytics feedback, and more
- Created customer journey models including inspire and delight opportunities
- Led customer focus group sessions // evaluate consumer mindset
- Led flagship experiential store design: Expanding from 1 to 4 storefronts throughout the US in 2022
- Managed agency partnerships: E-Commerce analysts, store architects, web development, printers, Hubspot

### **Creative Director United Bank: Consumer Financial Services**

*Acquired and absorbed by People's United Bank 5 months after I joined // Hartford, CT // 2019*

Joined United Bank to help build an internal marketing department and bring B2C best practices into the financial sector and create more customer-centric brand experiences. Included repositioning the master brand, working with divisions to unify and introduce design thinking into the product innovation process, building an internal creative department, and supporting marketing efforts. Creative Lead for largest omni-channel product launch in five years.

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## Designer/Creative Director

### Software Skills

Adobe Creative Cloud (Illustrator, Photoshop, Premiere, XD, InDesign)

Figma

Asana, Basecamp, Trello, CoSchedule, Slack, Workfront

Well Said AI

G Suite (Google Drive)

MS Word, Excel, Power Point

Wix, Squarespace

### Distinctions

Beverage Packaging Global Design Gold award

American Graphic Design Award

Publication in Beverage World, Brandweek, several design annuals

Work has been called, "the most prominent innovation" in the New York Times

Guest Lecturer at Syracuse University

### Education & Affiliations

Syracuse University  
BFA Communication Design  
Dual minor Painting & Psychology

US Horse Welfare and Rescue  
2024: Volunteer

Call To Care Uganda  
2007 - 2021: Board Member

### Sustainability

Strive to help clients minimize their environmental impact and uphold their values.

## Chief Creative Officer Wearsafe Labs: IoT Personal Safety Software & Devices

*Hartford, CT // 2013 - 2018*

One of the original four team members. Strategized, created, launched and managed B2C and B2B brand story including positioning, naming, and structural product development. With the lean resources of a start-up, built the story of a modern, socially responsible, global brand, growing to over 25 employees.

- Executed creative for website/landing pages, paid and organic social media, email campaigns, trade show exhibits, collateral, sales materials, affiliate programs, training kits, videos, a successful Kickstarter campaign, built brand and image libraries, and more.
- Facilitated interdepartmental ideation sessions
- Managed agency partnerships: Film, web development, printers, packaging
- Writing/Content generation and design for key investor decks including successful presentation to Amazon Alexa Team

## Principal/Designer KKG Design

*Remote // 2006 - 2013*

Packaging design consultant with branding agencies for clients including Duracell, Dannon, Earth's Best, Skinny Cow, Sabra, Pepperidge Farms, Coffee-mate, and non-profits.

## US Founder/Creative Director Dragon Rouge NYC

*New York, NY // 2004 - 2006 // dragonrouge.com*

Partnered with CEO and leadership in Paris, France, to plan, open and manage first US office of Dragon Rouge while building the team including designers, project management and support staff. Complete brand services for global and local clients. Built and managed creative team of six designers.

- Developed US brand around global identity
- Created project management system
- Executed and oversaw all work ensuring excellence and design innovation
- Managed agency partnerships
- Helped develop and manage relationships with clients such as: Diageo, Unilever, Stock Liquor, Snapple, Pheonix Brands, and more

## Design Director Interbrand

*New York, NY // 1999 - 2004 // interbrand.com*

Designed and directed packaging and branding projects from initial briefings, concept generation, execution, print proofing, client relationships, and continued brand management. Lead contact and designer for logo update, redesign, and line extensions for entire Clorox product portfolio. Other clients included Ambien, Febreze, American Cancer Society, Tropicana, Pepsi, and Thomson Learning.