



PORTFOLIO | KFITZSIMONS.COM

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MAR.2021 - PRESENT

FREELANCE GRAPHIC DESIGNER | SAN FRANCISCO, CA

My freelance work includes packaging, branding & identity, marketing & advertising, brand guidelines, signage, wall graphics, and more.

MAR.2021 - JAN.2023

PRODUCTION DESIGNER | 4040 (4040AGENCY.COM) | SAN FRANCISCO, CA

I started working for 4040 as a freelancer. At first my work was focused on production, but expanded to include branding & identity design, brand guidelines, advertising, and packaging design. Clients included the Washington Capitals (NHL), Nashville SC (MLS), San Diego Symphony, as well as brands in cannabis, e-sports, and medical tech.

FEB.2020 - MAR.2021

JUNIOR GRAPHIC DESIGNER | DDW (DDW.COM) | SAUSALITO, CA

Work focused on branding & identity design, packaging design, creating and updating brand guidelines for clients' in-house teams, marketing & advertising, event signage, and some web design. Client products included paper products, b2b tech, video game localization, vegan ice cream, animal crackers, soup, and energy drinks.

FEB.2016 - DEC.2019

MFA GRAPHIC DESIGN | ACADEMY OF ART U. | SAN FRANCISCO, CA

I got my MFA from AAU after completing my thesis project in 2019. My thesis was creating a hypothetical mental health organization focused on teens. The project included branding, web, ux/ui, product design, and print layout.

SEPT.2009 - JUNE.2013

B.S. MARKETING | SANTA CLARA UNIVERSITY | SANTA CLARA, CA

I received my Bachelor of Science degree in Marketing from the Leavey School of Business at SCU while playing club sports and working on the Solar Decathlon project on the marketing and fundraising side.

REFERENCES CAN BE PROVIDED UPON REQUEST.