

KIRSTEN KLEIMAN

Art Director + Designer



Hello!



kirstenklieman.com/portfolio.html



kirsten.klieman@gmail.com



810.434.5734

EDUCATION

2008

VIRGINIA COMMONWEALTH
UNIVERSITY

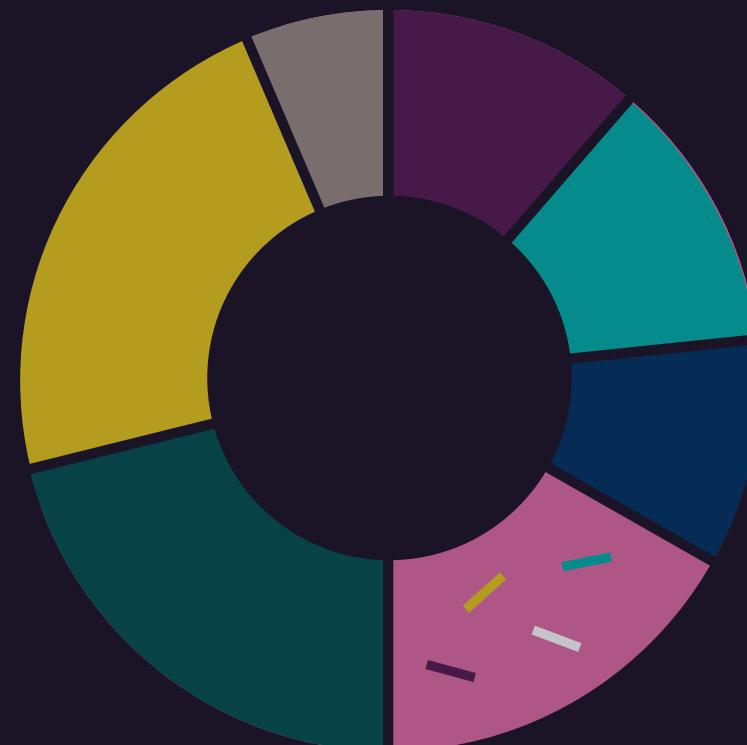
MS- Art Direction, VCU Brandcenter

2006

MICHIGAN STATE UNIVERSITY

BS- Advertising

SKILLS & INTERESTS



- Adobe Creative Suite
- Strategic thinking
- HTML
- CSS
- Doughnut
- Illustration
- Student

EXPERIENCE

2012-current

VML/YRG SEATTLE/WUNDERMAN

Senior Art Director

2011

PUBLICIS MODEM, SINGAPORE

Digital Art Director

2009-2011

4FRONT BRANDING, HONOLULU

Art Director

Past clients: Microsoft, REI, GAP, T-Mobile, Garnier Singapore, Burger King Singapore, LG Electronics.

References available upon request.

KEY STATS



100s of hrs

Spent watching tuts & conference talks



3 cups

Of coffee consumed daily



599 photos

Posted on Instagram: instagram.com/kirsklie



5 houseplants

Massacred in just this year :(



29 links

Filed under 'cool shit' in my bookmarks



1 ginger

Incredibly food-motivated cat



REI

Web redesign



EVERYONE IN THE TRUST TENT

In the past year, we were lucky to work closely with REI in the redesign of their website. REI is well known for their expert advice and wonderful in store experience. We wanted to bring that flagship experience to their online store. By working closely together, both teams learned quite a bit about working in an agile process.

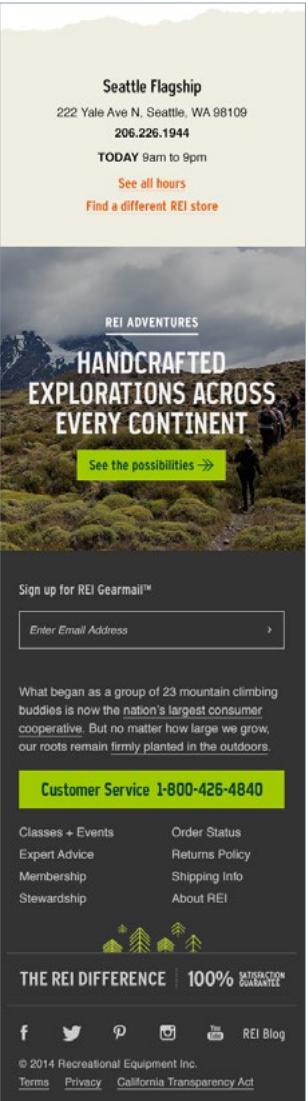
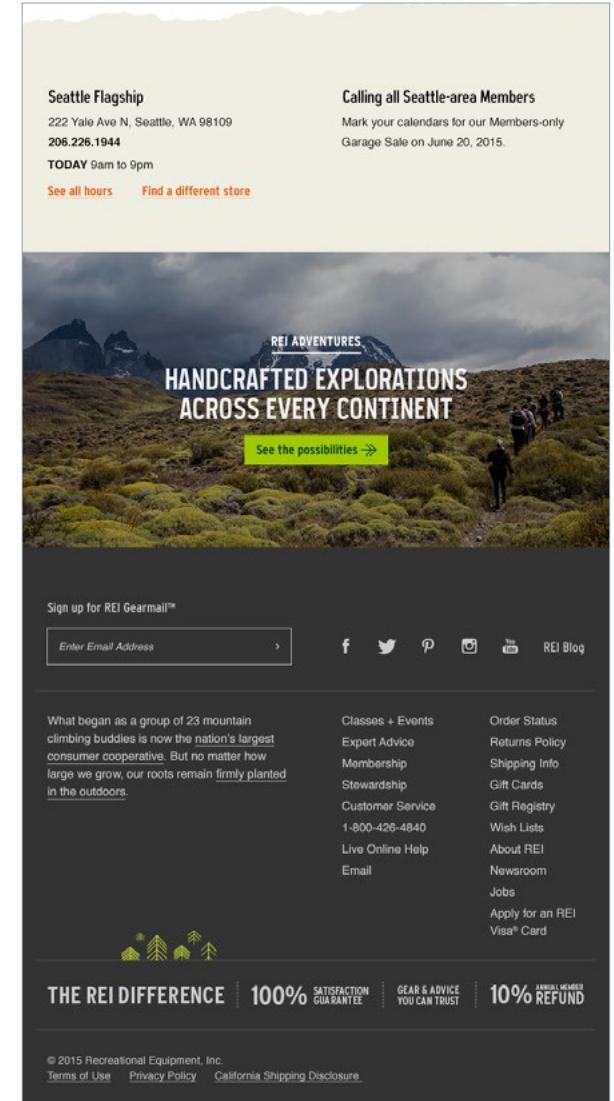
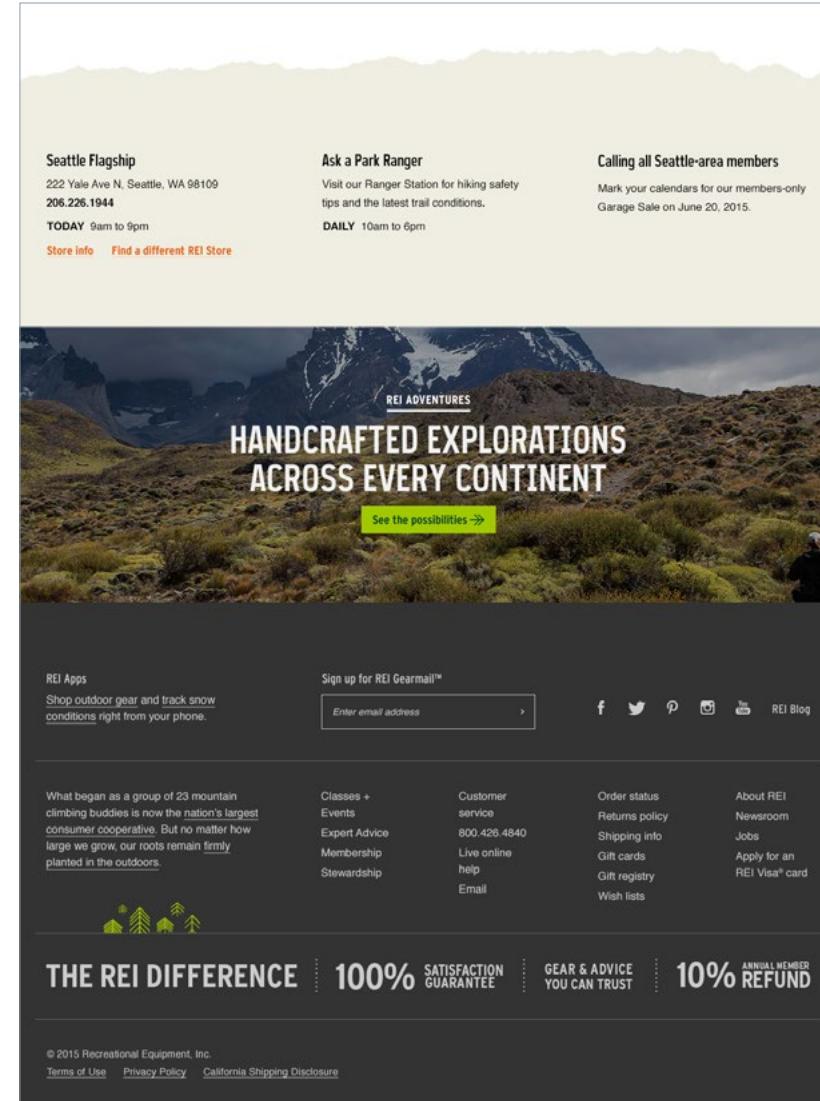
STYLE TILES & MOODBOARDS

As REI was going through an evolution in their brand, we used style tiles to present 3 overarching themes and approaches we could take with their design language.



DESIGNING COMPONENTS

As REI's internal dev team would be tasked with building out the redesign. We isolated key components then used those to build out templates. We worked closely with UX to create sample page builds. This process resulted in a component-based styleguide that we delivered to client.



REI

What are you looking for?

Camp + Hike Climb Cycle Fitness Paddle Snow Travel Men Women Kids More + Gifts SHOP OUTLET >

CAMP + HIKE

Expert Advice Classes + Events Adventures

Shelter	Sleeping	Packs	Camp Kitchen	Furniture	Lighting
Camping Tents	Sleeping Bags Sleeping Pads	Backpacking Packs	Kitchen Water	Tables Camp Chairs	Headlights Flashlights

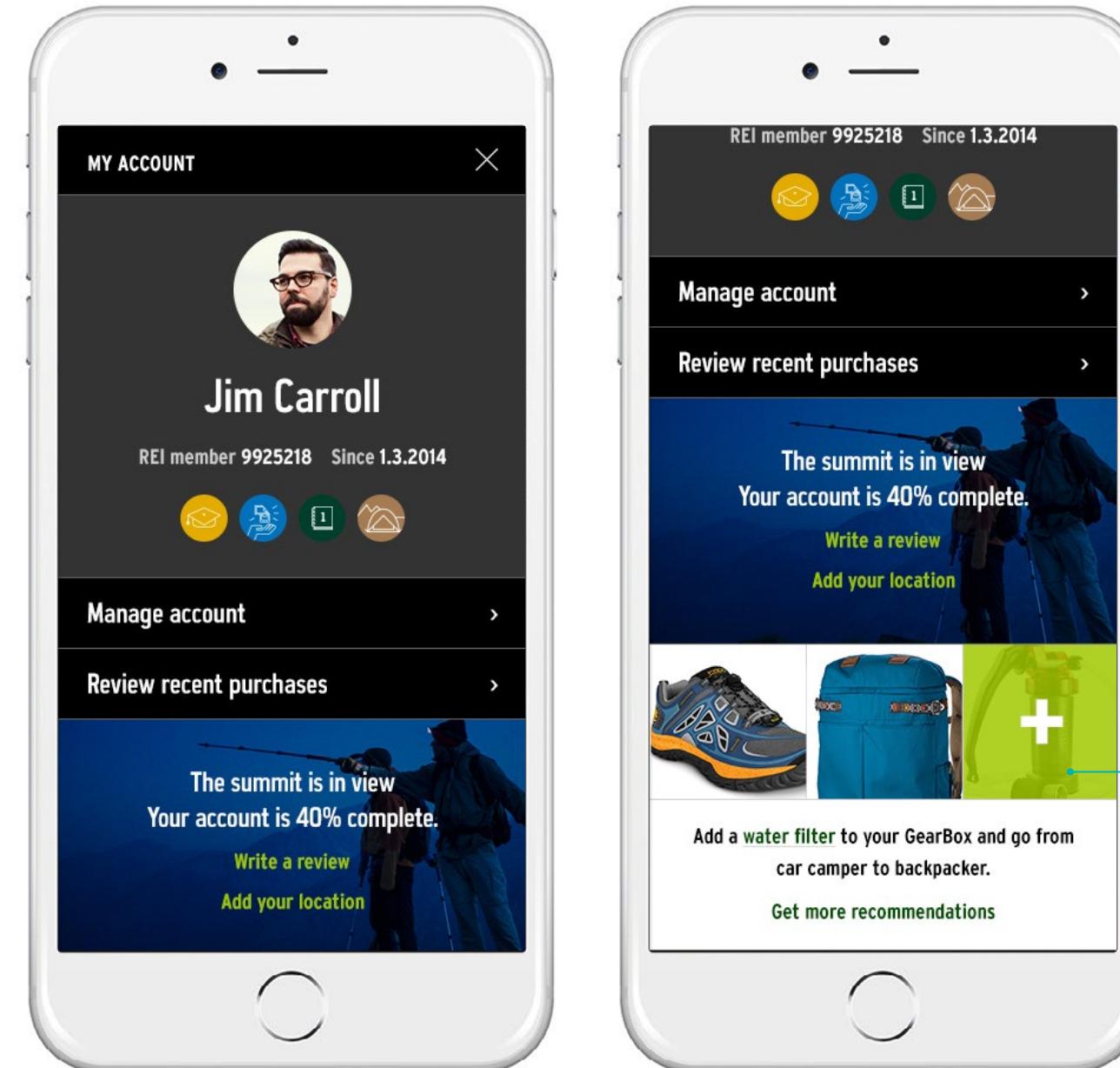
MacBook Pro

JUPITER
UP PARK IT
FOSTER HUNTING...



MEMBERSHIP MEANS MORE

Working closely with our strategy team, we discovered places where REI could leverage the data they have about their members in an authentic and helpful way.



Product suggestions help members level-up.

\$79.95 \$99.95

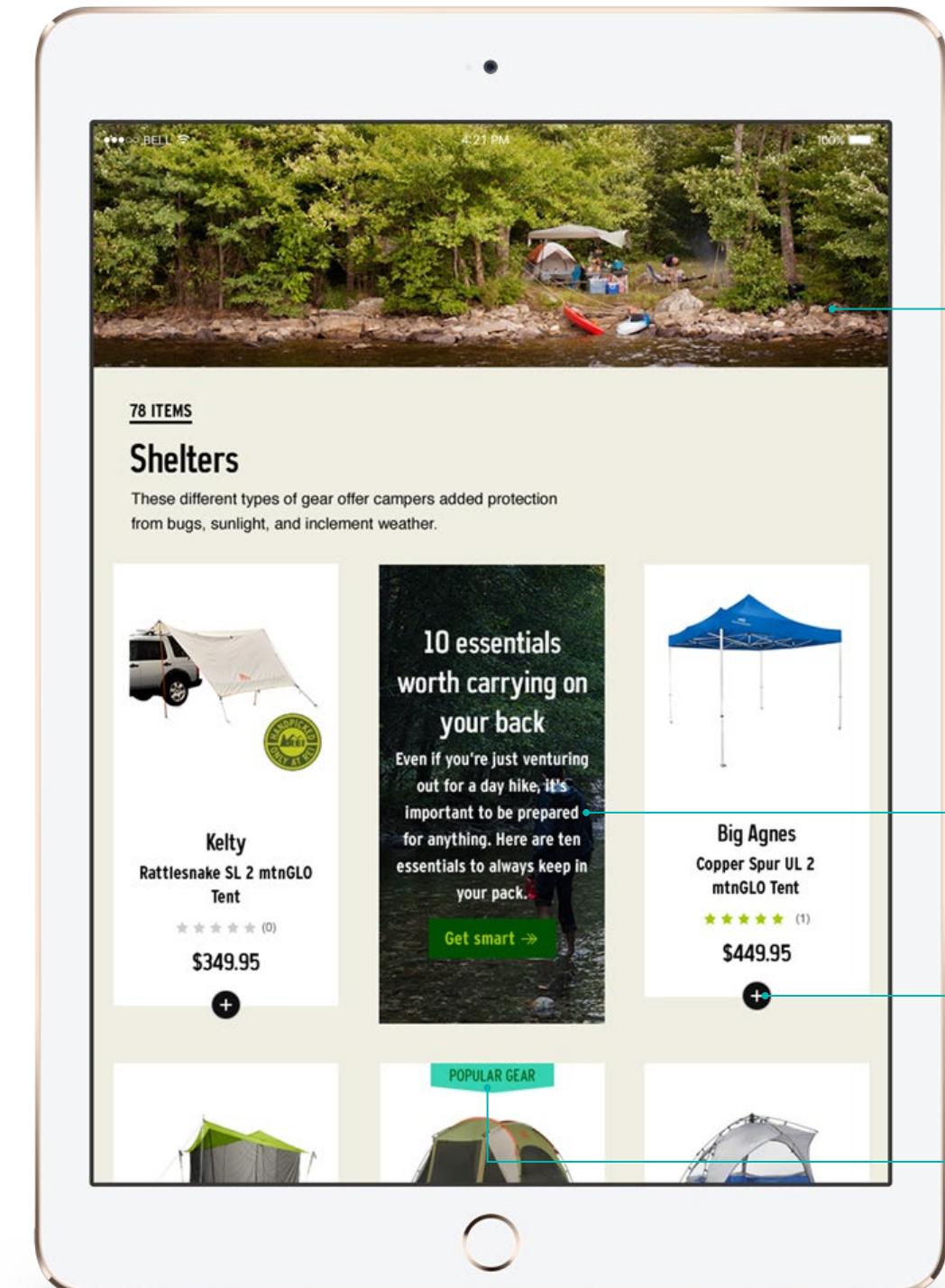
 Big Agnes
Flying Diamond 8
Tent
★★★★★ (13)
\$599.95
Online Only

Coachella or bust!
Planning on camping out at a music fest this summer? We've put together the ultimate checklist for you.
[Check out the list →](#)

 Kelty
Discovery 4 Tent
★★★★★ (4)

THE LIFELONG ADVENTURER

REI's product depth provided a unique challenge: how do we allow users the ability to scheme for new trips, while trying to find exactly what they were looking for.

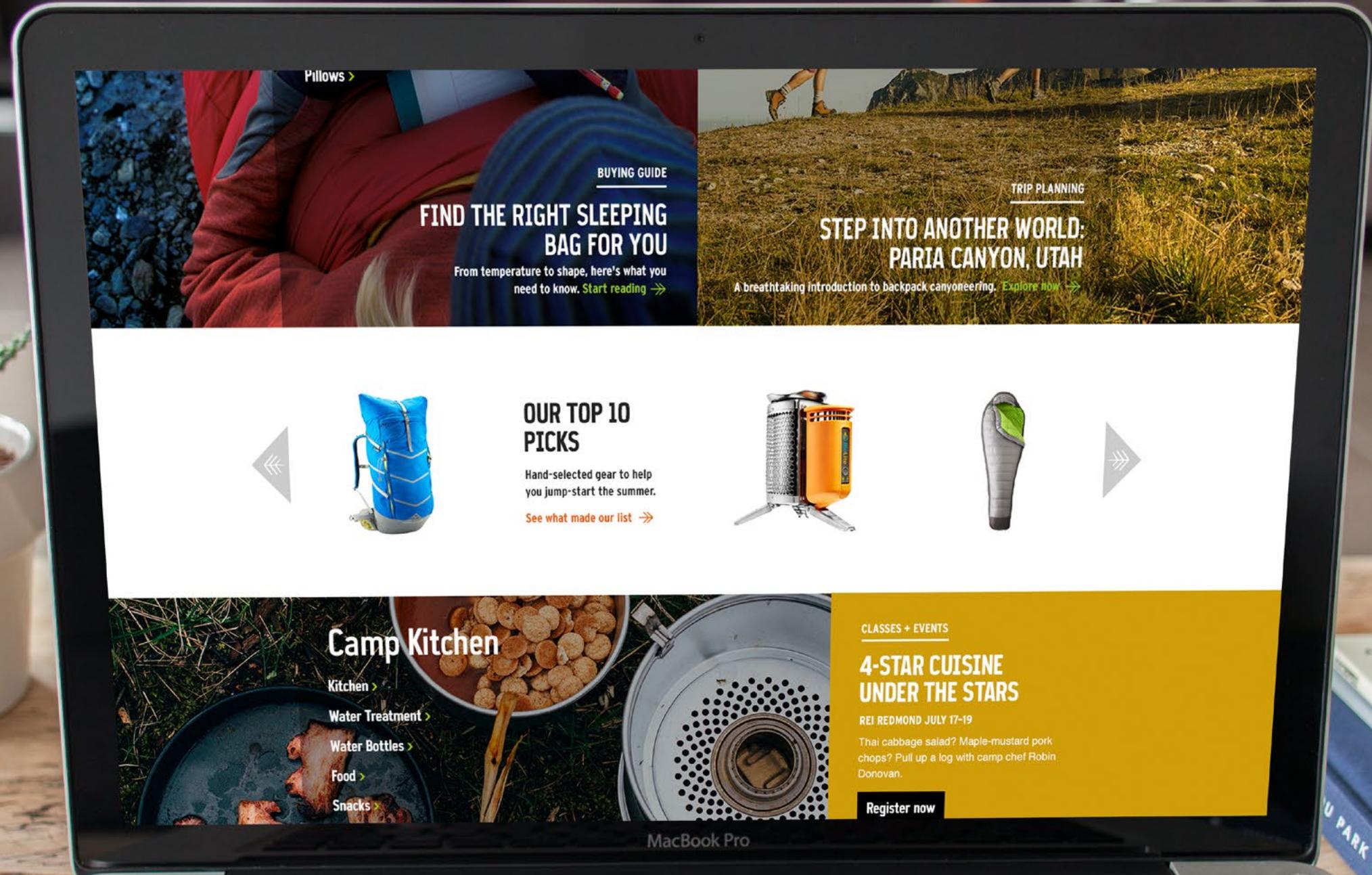


Page dividers give appropriate pause between product sub-categories and help customers get stoked for their next adventure.

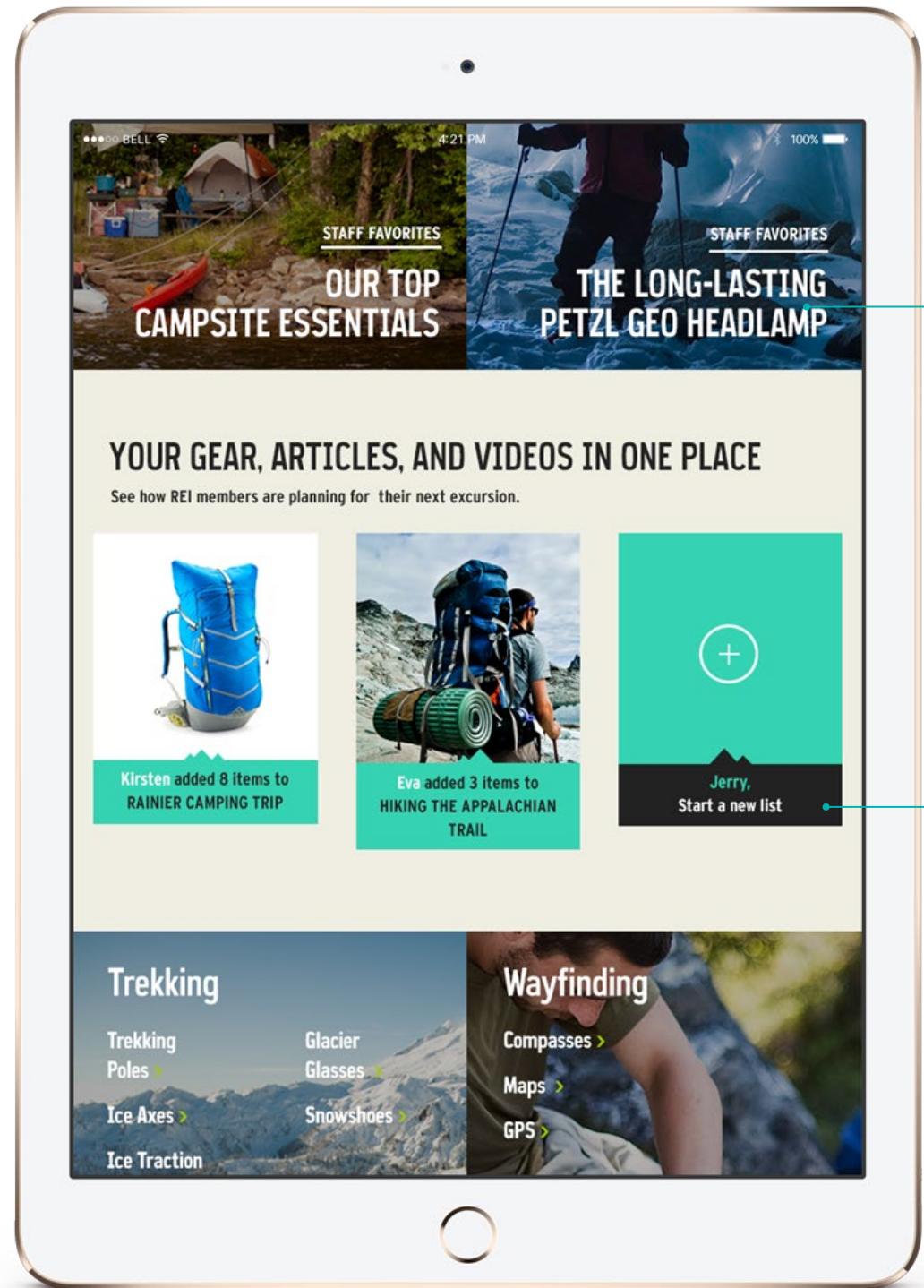
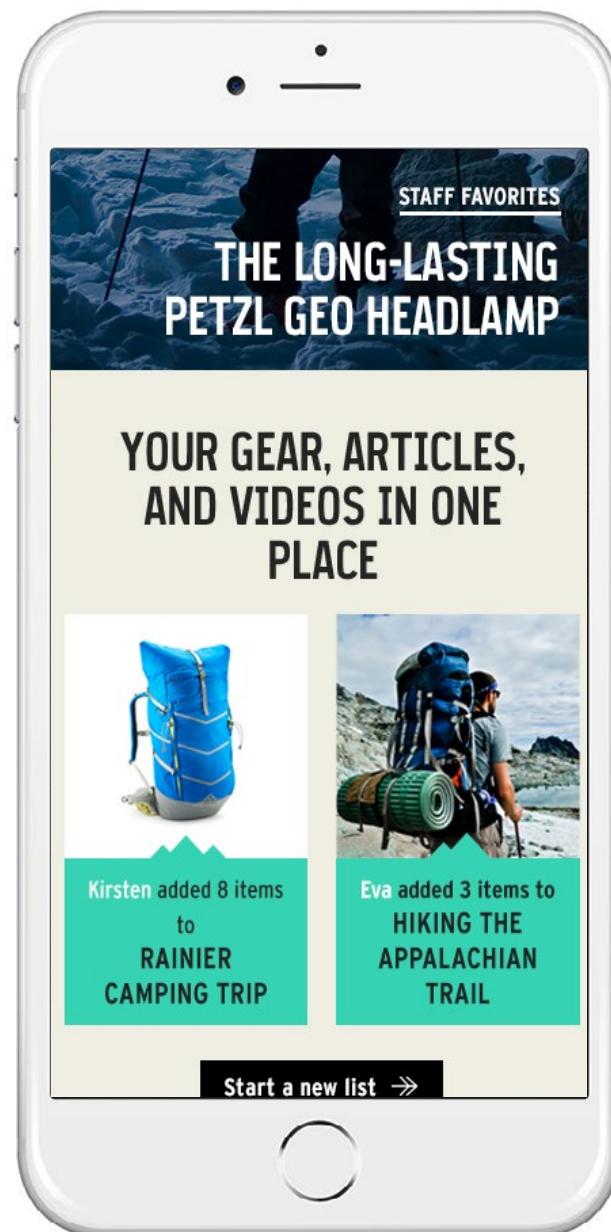
Cards can be used as interruptors to drive to expert advice articles or provide meaningful microinteractions that aid in shopping.

Lists allow users to save items for later or to compile lists of products for outdoor adventures.

Leveraging the knowledge of the co-op to highlight popular products.



MacBook Pro



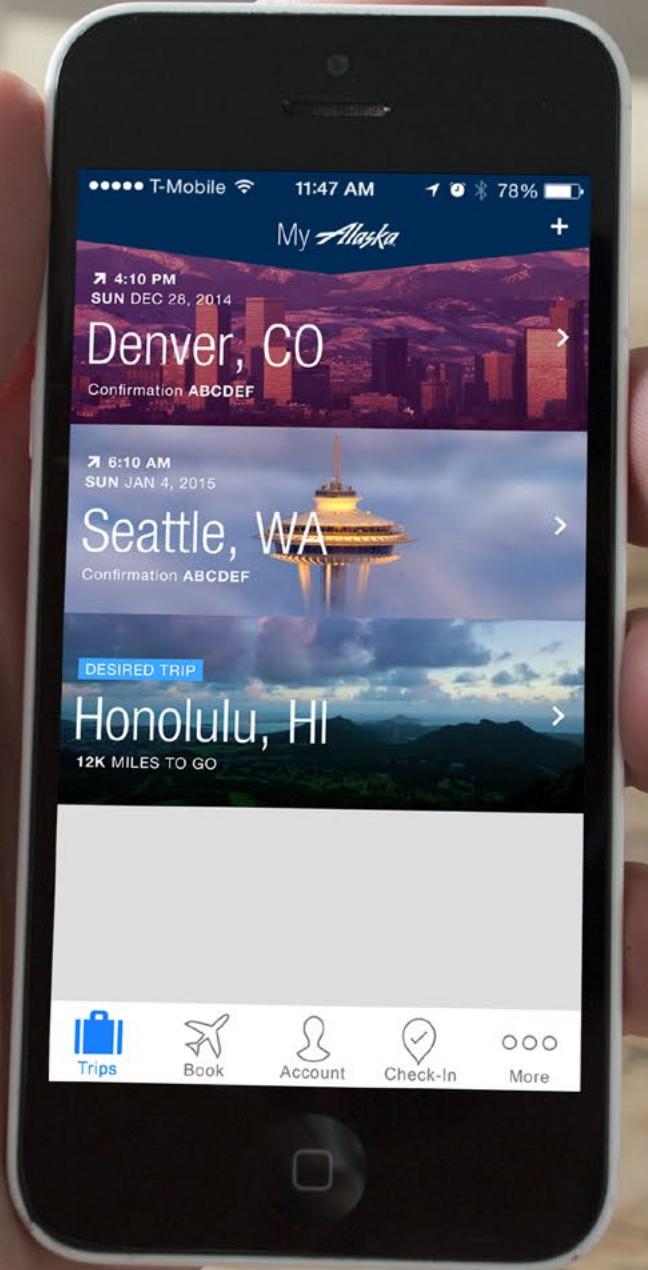
Expert Advice is displayed along with category navigation

Lists promote adventure scheming amongst co-op members



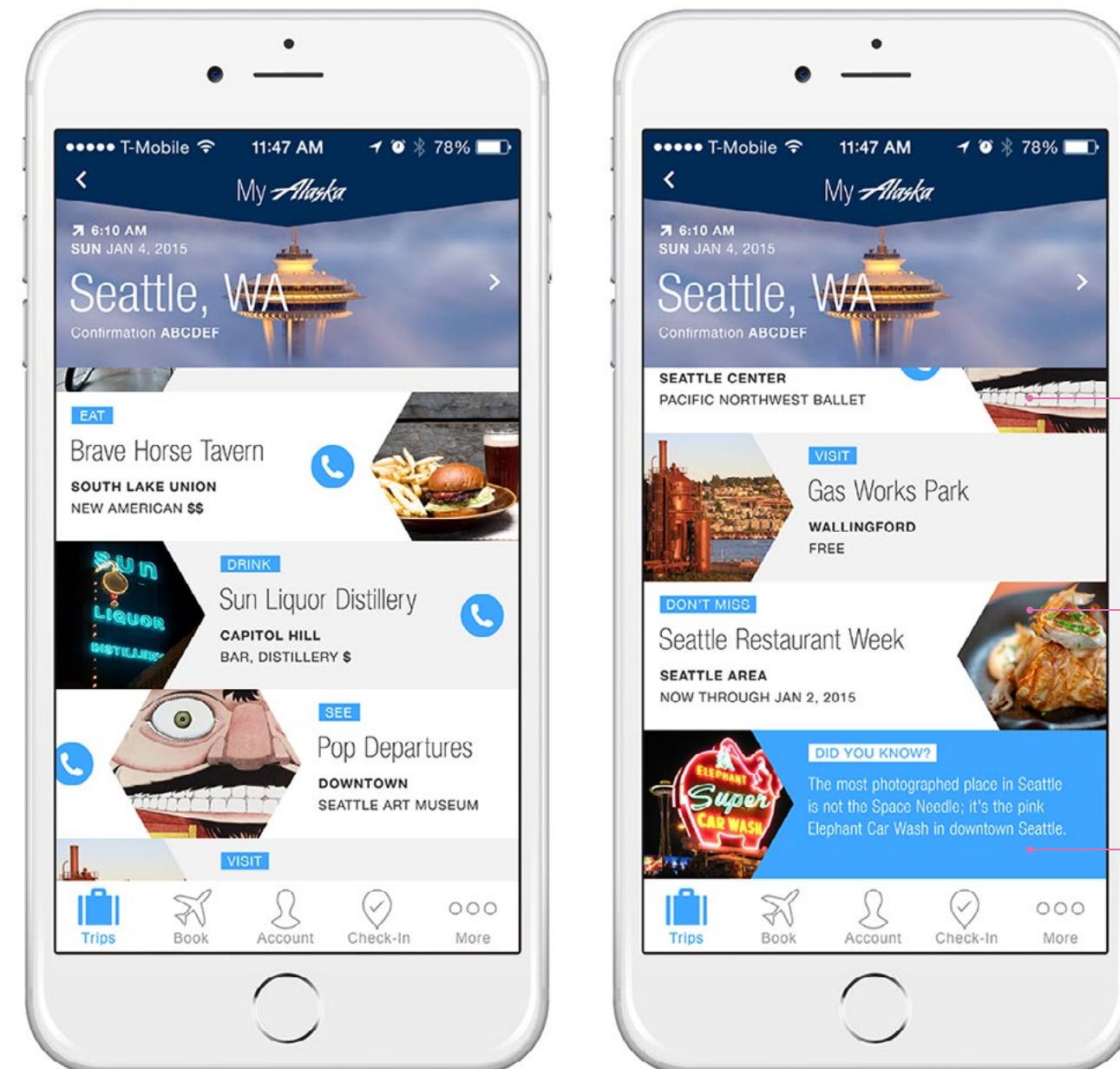
ALASKA AIRLINES

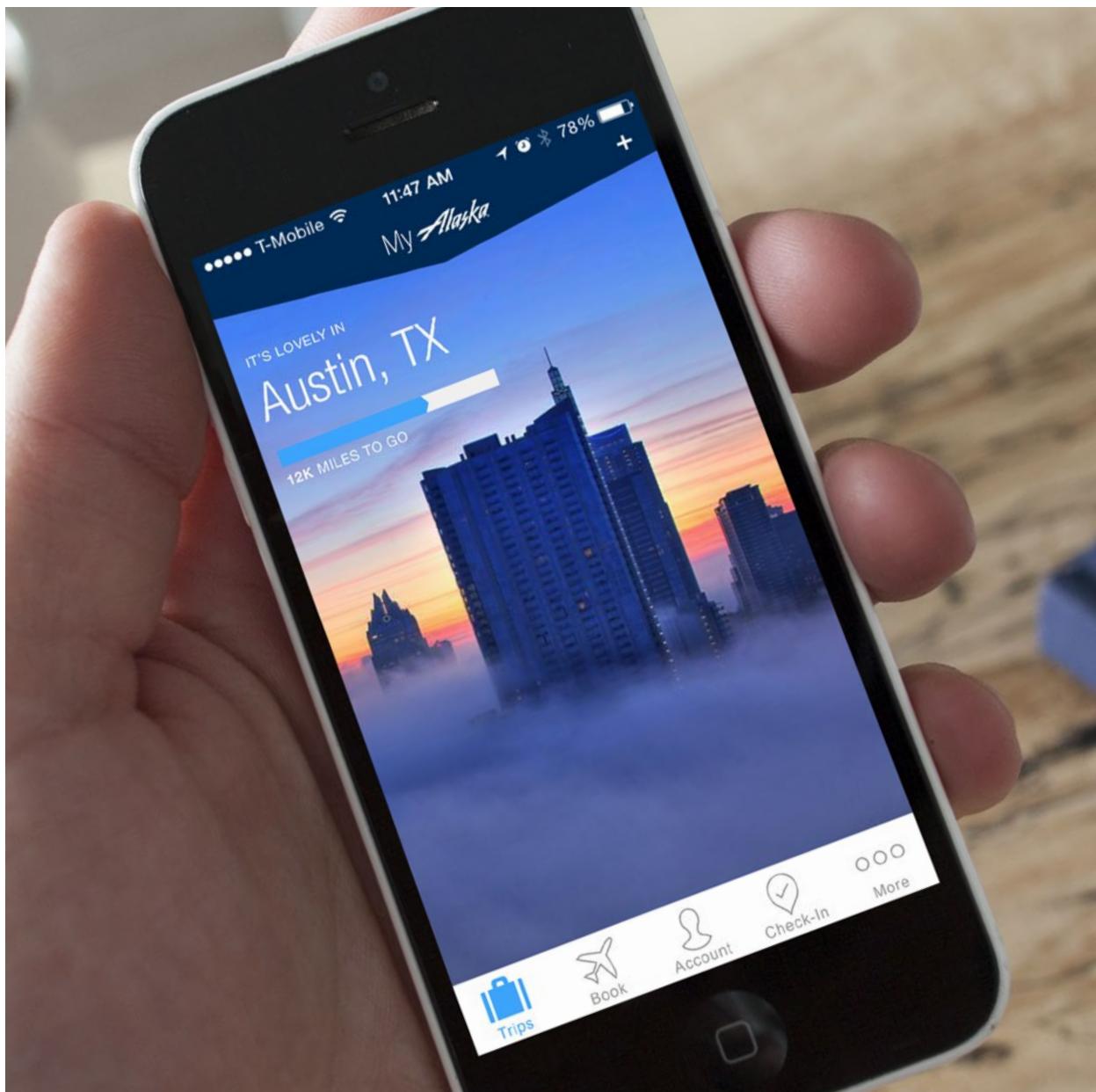
App/website proposal



BRINGING DESTINATIONS TO LIFE

We brought some local flavor to the 'Trips' tab on Alaska's mobile app. We kept all the information that users already see (confirmation, date, destination, etc.), but added some helpful and personable extras.

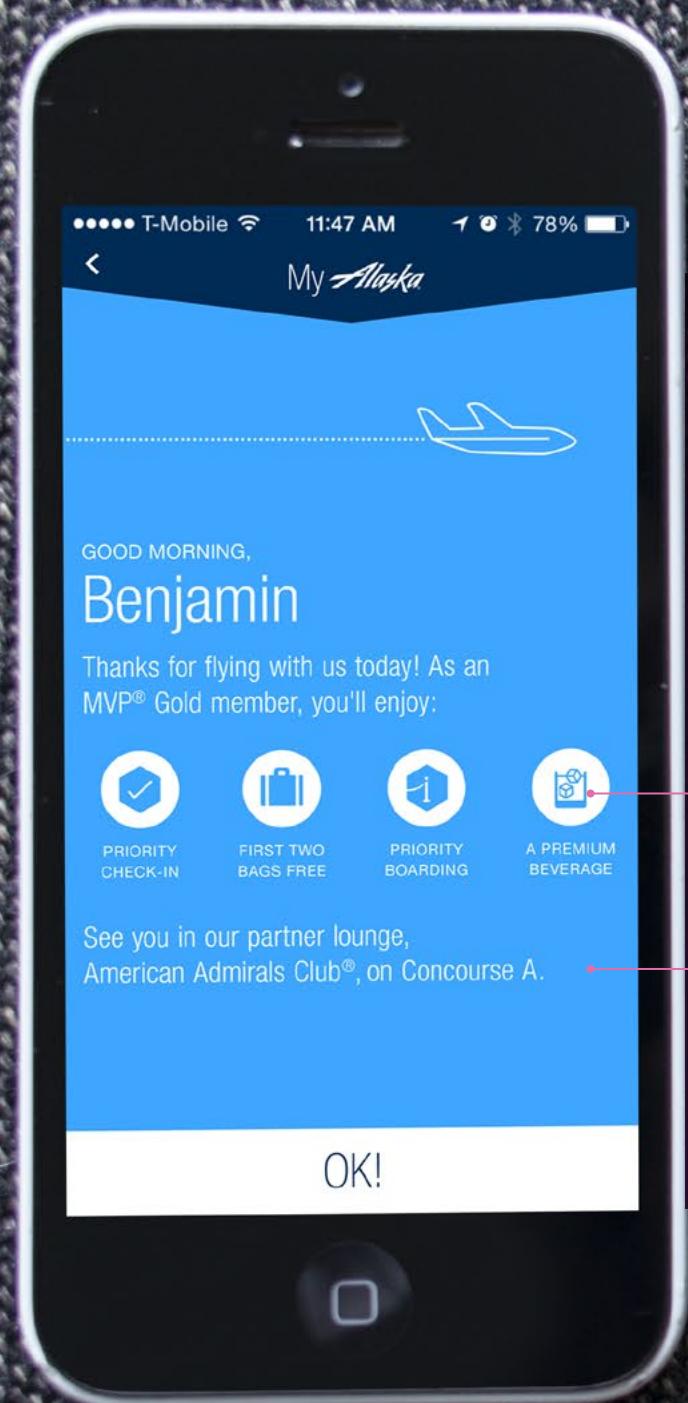




To encourage members to redeem miles they have earned, Alaska can highlight places flyers have never been, enjoy traveling to, have great weather during a certain time of year, or other contextually relevant options.

Mileage bar tracks toward destination goal and lets you know when you've earned enough miles to book.

Alaska will advantage of the mileage information they have to help members dream and scheme of ways to use their balance



Special notifications can be pushed to MVP travelers to thank them for traveling with Alaska.

Reinforce the benefits of being a member and what they have to look forward to inflight and at the airport.

Notifications are contextually aware of the airports members are flying to and from.

My Account My Trips My Wallet Discount Codes Mileage Plan  Sign Out

GOOD MORNING, Benjamin

MVP® GOLD You have 45,000 MILES
156 747 231

My MVP Gold Line: 1-800-XXX-XXXX

YOUR ELITE STATUS

Alaska Miles: 75K (30K to go to MVP® GOLD 75)

Partner Miles: 90K (45K to go to MVP® GOLD 75)

Flight Segments: 90 (24 to go to MVP® GOLD 75)

MY MVP® GOLD IN-FLIGHT PERKS + SEE ALL

- PRIORITY CHECK-IN
- PRIORITY BOARDING
- A PREMIUM BEVERAGE
- FIRST TWO BAGS FREE

EARN MORE MILES USE YOUR MILES

Thrifty: 3x miles with Thrifty until 6/30/15.

First class upgrades start at 15,000 miles.

CONFIRMED TRIPS 2 DESIRED TRIPS 1 OTHER + SEE ALL

ASA 1436 Denver, CO Confirmation# ABCDEF 4:10 PM SUN DEC 28, 2014

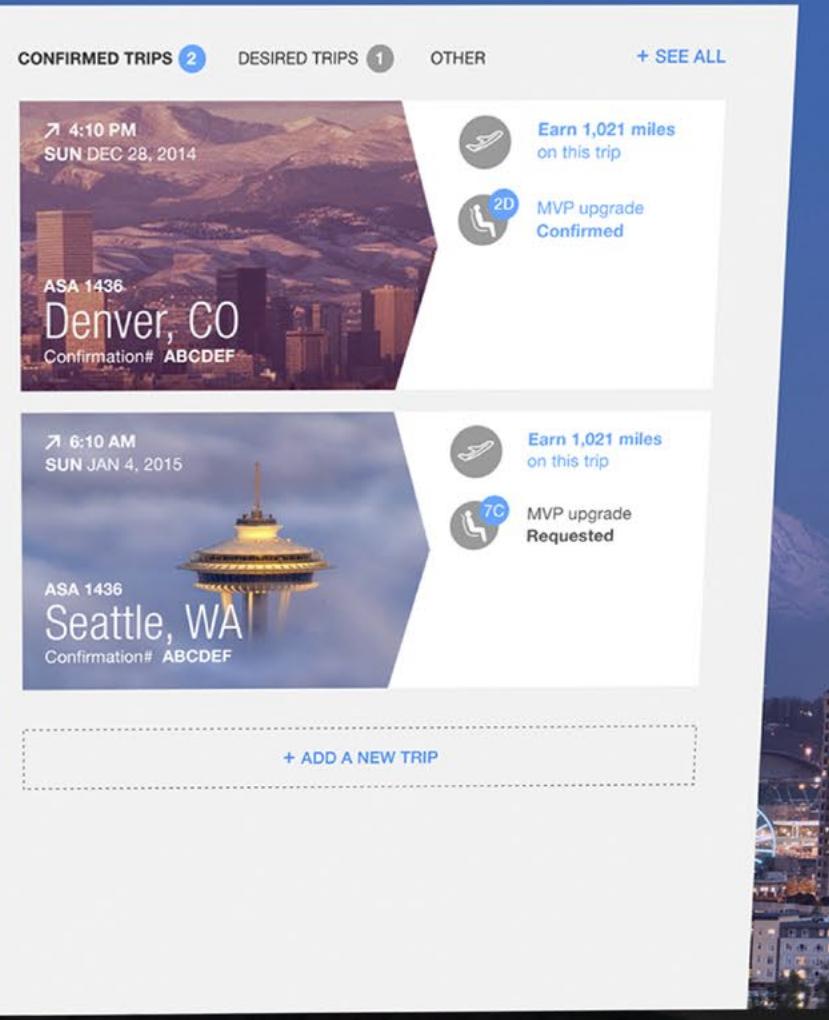
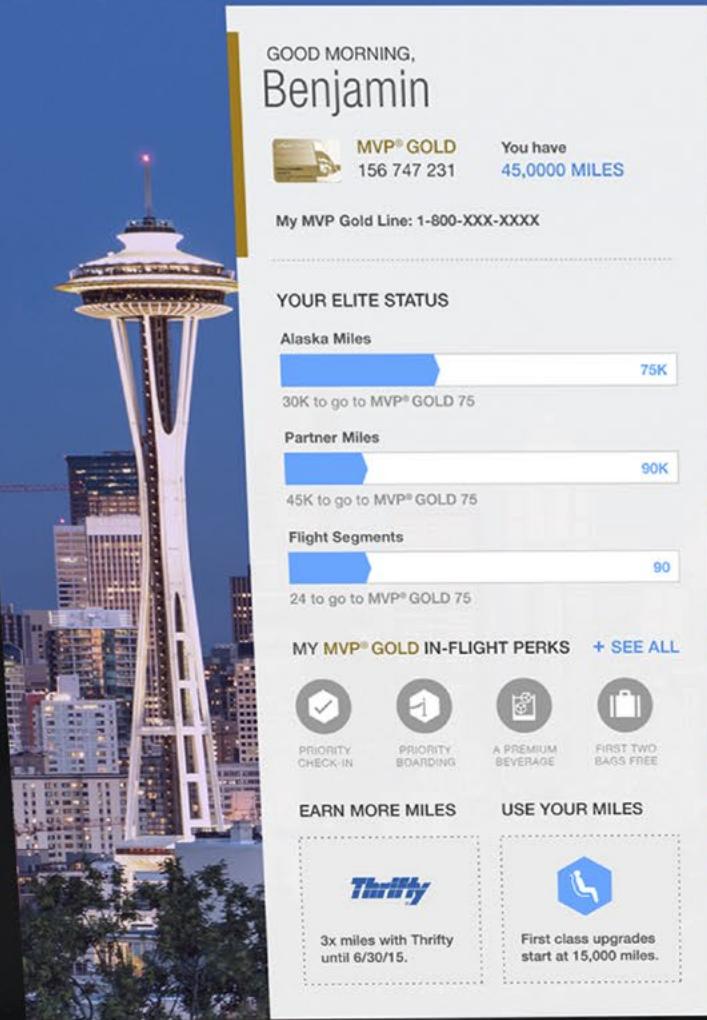
Earn 1,021 miles on this trip
MVP upgrade Confirmed

ASA 1436 Seattle, WA Confirmation# ABCDEF 6:10 AM SUN JAN 4, 2015

Earn 1,021 miles on this trip
MVP upgrade Requested

+ ADD A NEW TRIP

My MVP Concierge 

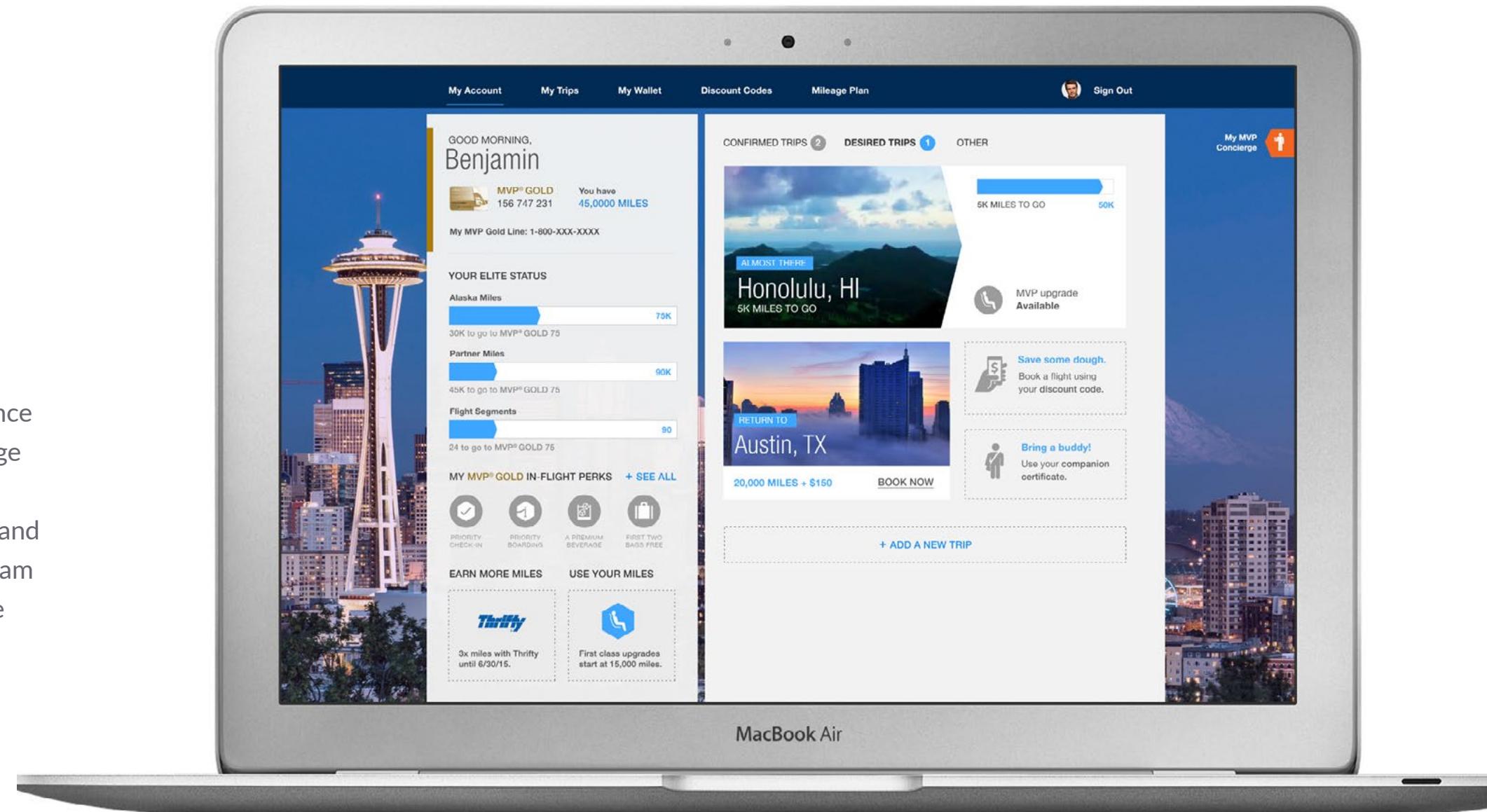


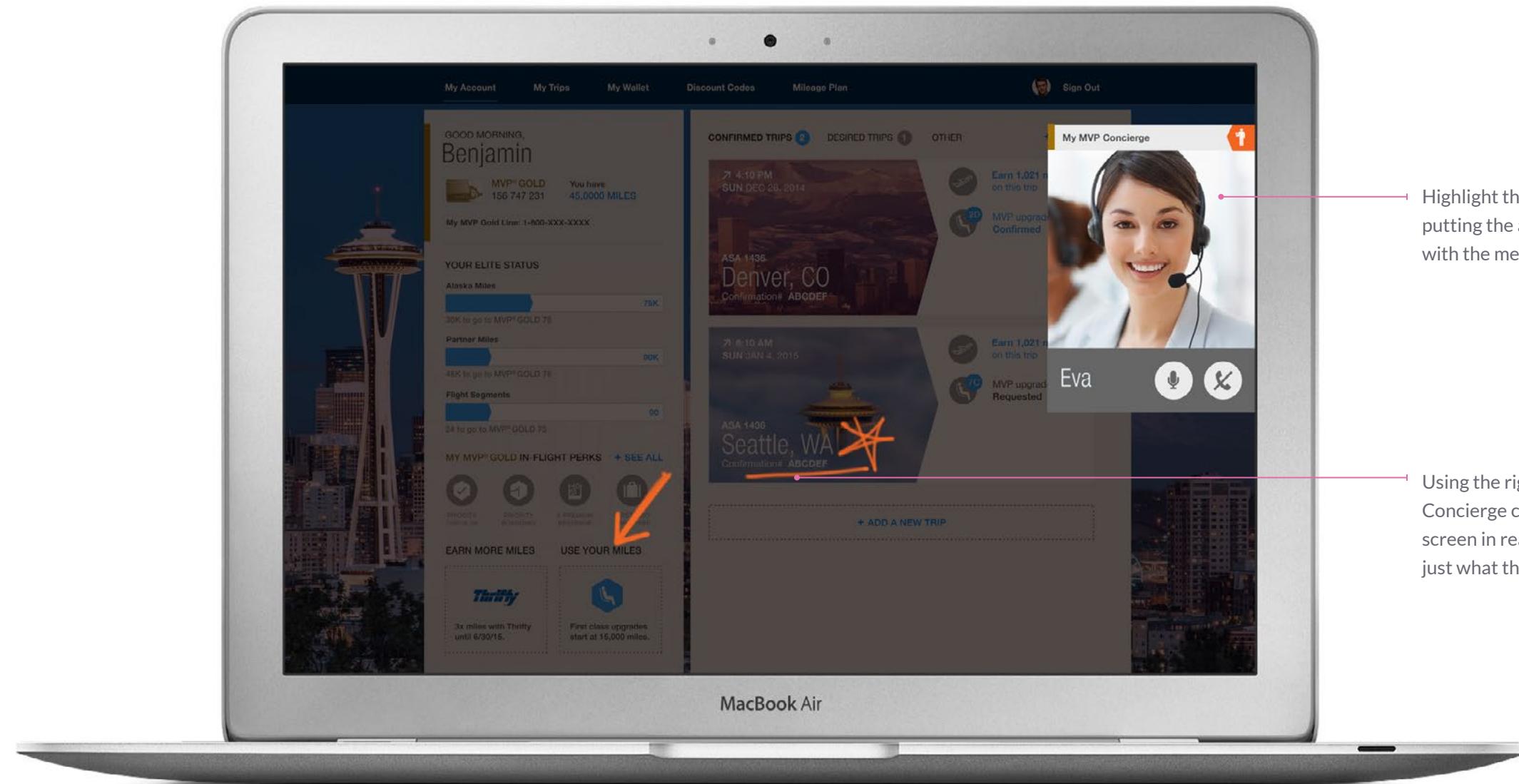
MacBook Pro

Just Jared Jr. You Park It Foster Hunting

WHERE FUNCTIONAL MEETS PERSONAL

Extending the fantastic in-flight experience to the Mileage Plan members' Profile page means focusing on what travelers care about most: presenting relevant, useful, and local information. Highlighting the program in a more meaningful way, focuses on the benefits, and encourages better use.





Highlight the dedicated MVP line by putting the actual person face to face with the member.

Using the right technology, the MVP Concierge can tap in to and draw on the screen in real time to show members just what they are looking for.

3

MICROSOFT

Answer Desk identity



MICROSOFT, HALP!

Microsoft asked us to create an identity for their support service, Answer Desk, as well as their Answer Desk product offerings. This identity would need a presence in the Microsoft.com store.

MICROSOFT ANSWER DESK IDENTITY

We used colors that worked within the Microsoft guidelines. The icon style shows physical attributes in blue and their corresponding support elements in yellow. Visually these elements are combined and work together.

Logos

Answer Desk Answer Desk Answer Desk
Answer Desk Answer Desk Answer Desk

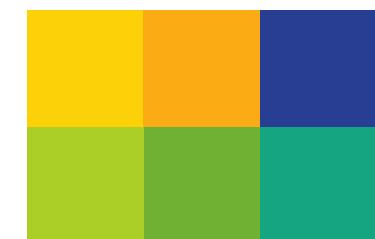
Primary



Secondary



Tertiary



Virus Removal and protection



Advanced PC Tune-Up



Premium Subscription Support plan



Premium Software Support



Microsoft

Whenever.
Wherever.
Whatever.

Premium Subscription Support Plan

Enjoy one full year of total Answer Desk support—includes Advanced PC Tune-Ups, Virus Removal & Protection, and Premium Software Support.

Answer Desk

Microsoft

PC Tune- Up

Let us improve your PC's speed, performance and security from the comfort of your home or office in an instant.

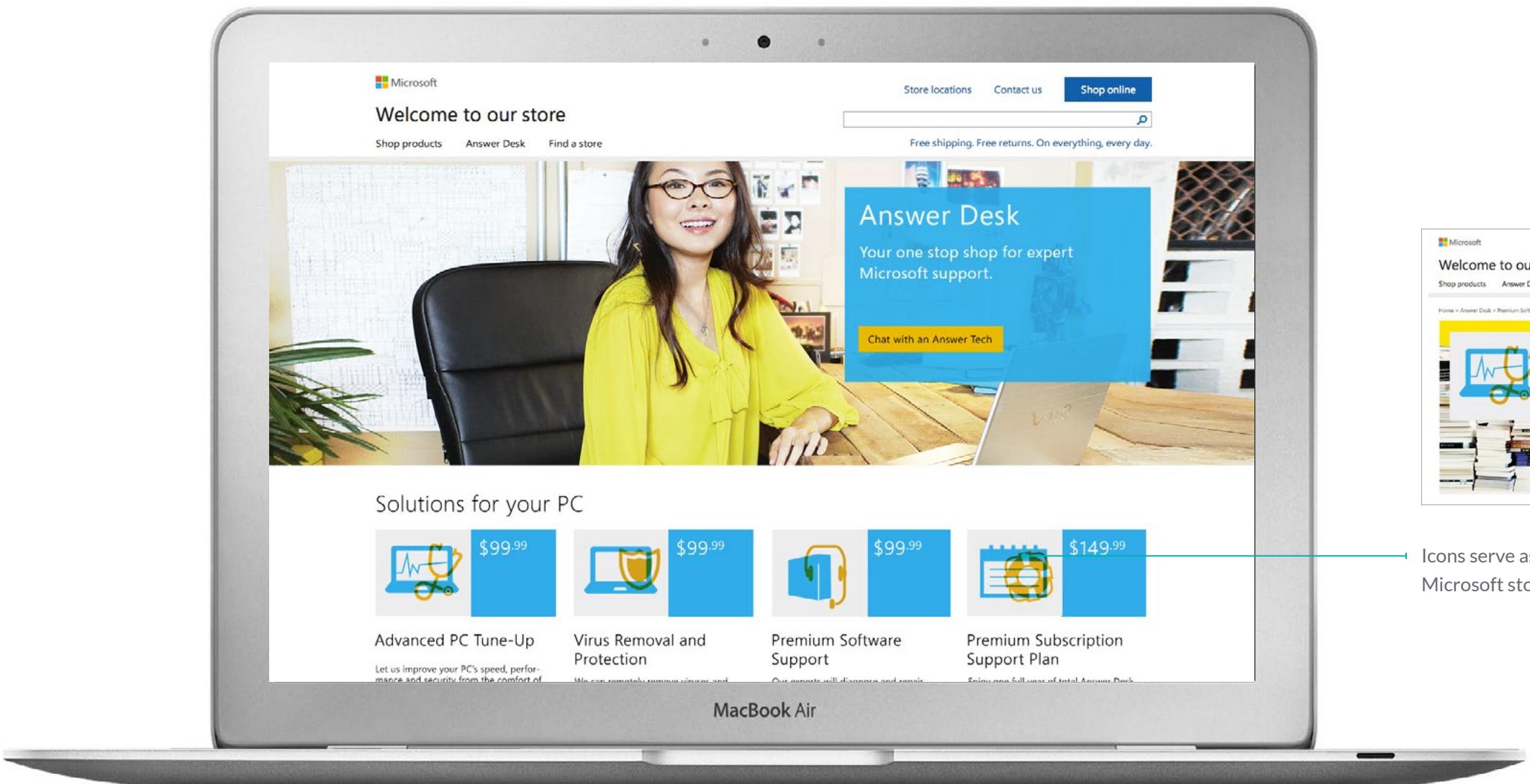
Instant helpification.

Answer Desk

How do I sync my email to my phone?

We'll show you.

Answer Desk



Icons serve as product tiles on Microsoft store.

4

YOUR MECHANIC

Brand/illustration/design

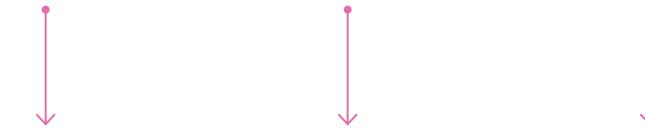


BUILDING A PRODUCT

Over the past few years I've gotten the chance to work on a contract basis for a start-up called Your Mechanic. Although they had an existing identity, getting to help them as their brand grew and technology evolved has been a wonderful experience.

AN EVOLVING DESIGN LANGUAGE

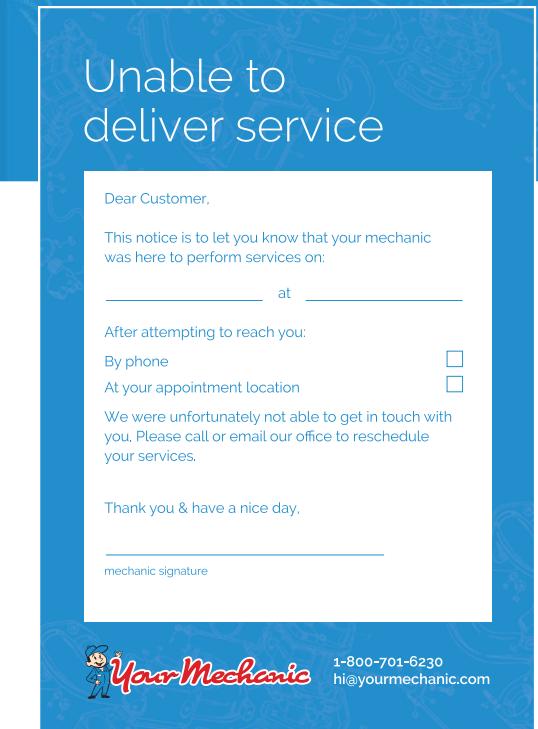
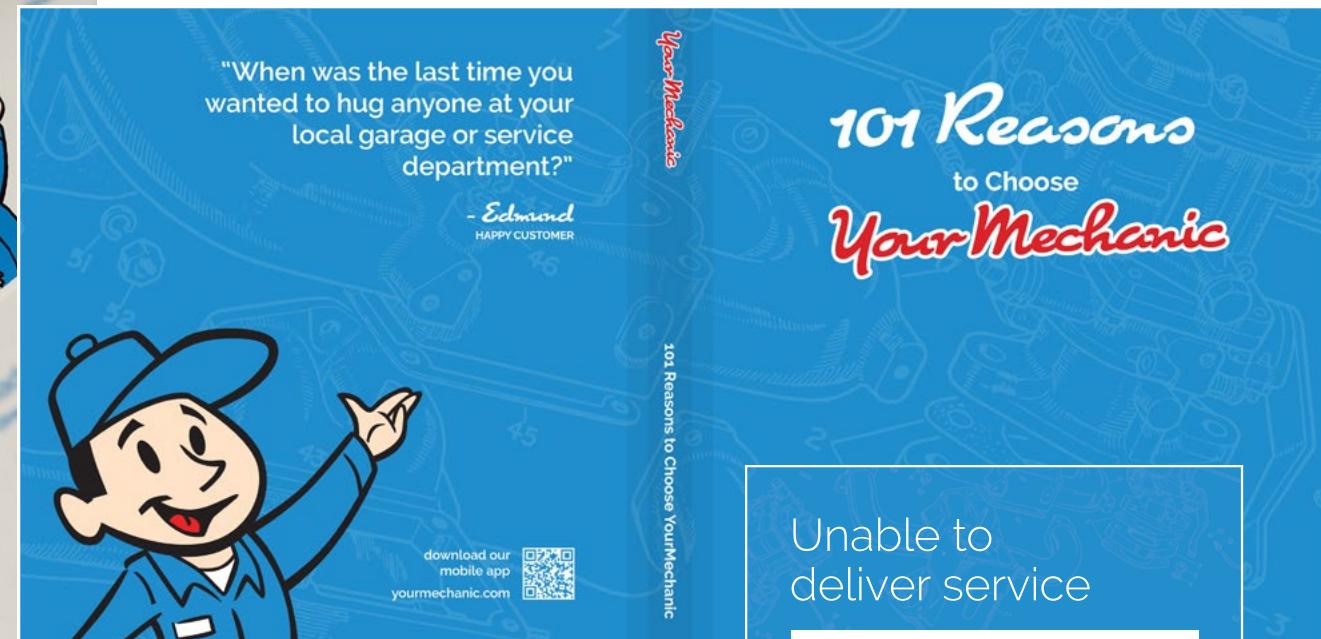
When I began working with YourMechanic, skeuomorphism was king. This meant prepping image assets for mobile applications was definitely not a breeze. The design language has since evolved and svg or css illustrations now rule.





HELPING TO CREATE TOOLS TO SELL

Mechanics aren't always the most tech savvy, so we sometimes needed to create printed pieces to help them communicate with customers and gain new business.



Yankee

Thank you!

