



Ki Beard

Creative Leader



301-458-1337



Visual Storyteller

designki93@gmail.com



Multimedia Designer

kidesignz93.webflow.io

Creative professional with 10 years of experience leading teams and contributing to brand-driven campaigns across digital and physical platforms. Skilled in visual storytelling, campaign execution, and translating conceptual ideas into engaging design experiences. Seeking a full-time creative role focused on branding, multimedia, and visual communication.

Skills

Creative & Design:

Visual Storytelling & Layout Design
Branding & Identity Concepts
Web & Digital Design
Adobe Creative Suite
Typography & Color Theory
Marketing & Campaign Design
Motion Graphics
3D Modeling & Rendering

Leadership & Project Management:

Team Leadership & Staff Training
Store & Visual Merchandising Oversight
Workflow Management
Campaign Planning & Implementation

Technical & Tools:

Microsoft Office Suite
Promotional Content Creation

Soft Skills / Professional:

Creative Problem Solving
Brand & Visual Consistency
Client / Customer Communication
Adaptability & Initiative

Education

Arizona State University
2026 Bachelor of Science in Design
— Cum Laude

Gwynn Park High School
2011 H.S. Diploma
Maryland Career and Technical Education
(CTE Program)

Memberships

National Society of Leadership & Success
2024

Experience

Freelance Graphic Designer / Self-Employed

June 2017 – Present

Developed brand identities, digital assets, and visual campaigns for independent and client-based projects across print and digital platforms.

Applied typography, layout, and visual storytelling principles to create cohesive and engaging design systems.

Managed project timelines, client communication, creative direction, and final asset delivery independently.

Balanced freelance practice alongside completion of a Bachelor's degree in Design, strengthening multidisciplinary creative and organizational skills.

Patient Coordinator – Jova Wellness

Camp Spings, MD | Feb. 2018 – Nov. 2018

Launched marketing and visual identity for a newly opened cannabis dispensary, designing the store's first branded look.

Created web posters and digital content to promote deals, driving customer engagement and brand awareness.

Coordinated with staff to ensure a cohesive in-store experience aligned with marketing initiatives.

Department Manager (Boys & Men) – Old Navy

Tysons Corner, VA | Sept 2015 – November 2017

Promoted from Business & Training Specialist to oversee the Boys & Men department, managing team performance, inventory, and visual merchandising.

Drove brand loyalty metrics, hiring, and training programs, mentoring staff to uphold brand standards and elevate customer experience.

Supported visual and marketing initiatives that enhanced the store's brand presence and in-store engagement.

Account & Marketing Specialist – TitleMax, LLC /TMX

Alexandria, VA | March 2013- Sept 2015

Managed client relations and daily operations in a customer-focused environment.

Assisted with visual merchandising and branded storefront presentation.