

KIRK WALDROFF

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PROVEN CREATIVE THINKER/DOER

I combine my skill in graphic design with a deep understanding of usercentric (UX) methodologies to achieve visual communications successes. My work with nonprofits and small businesses has been marked by accomplishments such as building a communications team for the American Psychological Association and creating branding and style guidelines and launching the initial web presence for numerous clients across diverse industries.

SKILLS

OVER 20 YEARS OF GRAPHIC DESIGN AND CREATIVE DIRECTION EXPERIENCE

Software: Adobe Creative Cloud (Photoshop, Illustrator, Dreamweaver, InDesign, and Premiere); PowerPoint

CRITICAL THINKING IN COMMUNICATIONS STRATEGY

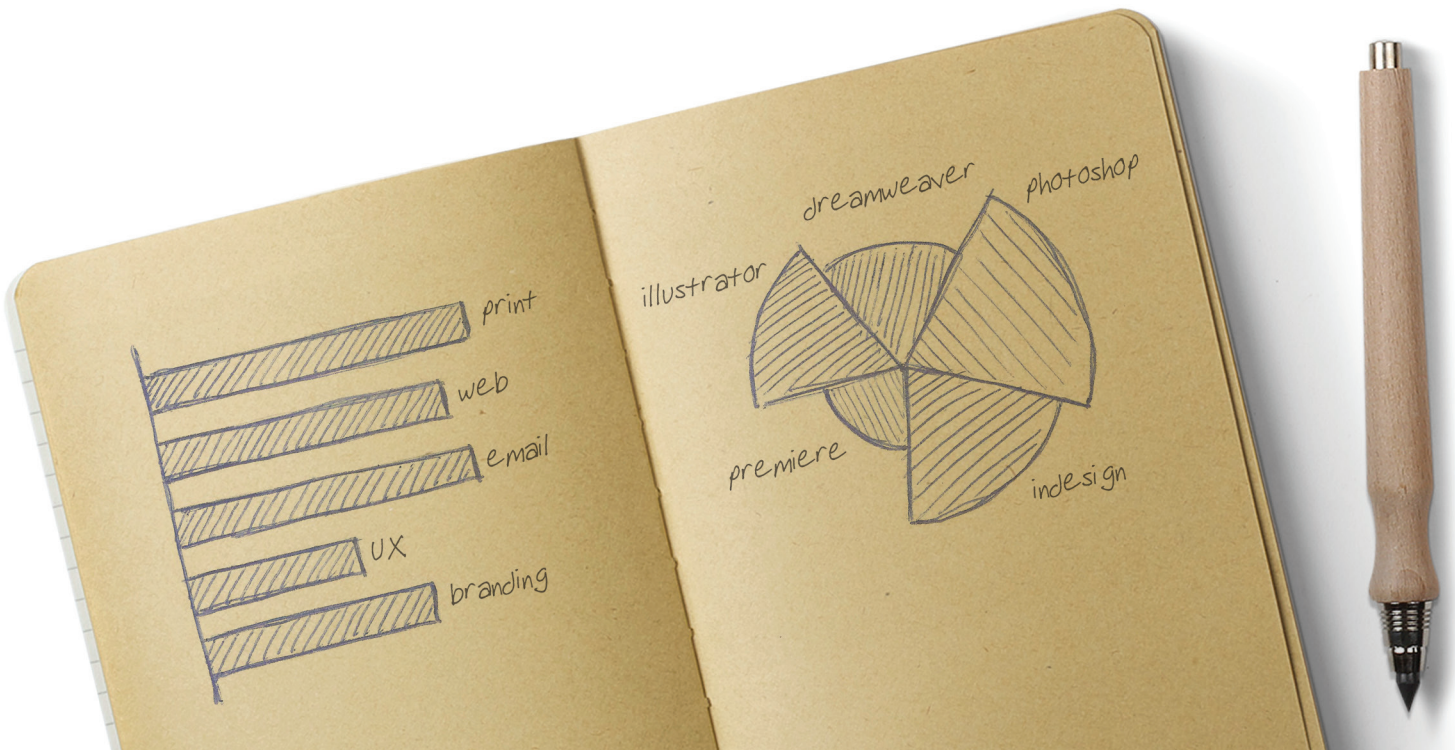
Software: Constant Contact, RealMagnet, Twitter, Hootsuite, WordPress

UTILIZING THE LATEST TRENDS IN WEB DESIGN

HTML5, CSS3, jQuery both hand-coded and using visual editors

COMPREHENSIVE UNDERSTANDING OF USER-CENTRIC DEVELOPMENT METHODOLOGIES

Software: Axure, Omnigraffle



EXPERIENCE

DIRECTOR OF COMMUNICATIONS, SCIENCE DIRECTORATE

American Psychological Association (APA) | Washington, DC | May 2006 – present

- Advocated for and built communications team; promoted to role of inaugural Director of Communications of the Science Directorate
- Launched and implemented social media usage guidelines (including Twitter, Facebook, and blog)
- Designed and applied metrics and performance evaluation processes for all communications channels
- Reformatted and expanded content offerings for monthly e-publication serving over 20,000 subscribers
- Convened inter-departmental communications working group to establish stronger internal communication
- Served on company-wide committee to form social media standards and best practices
- Developed brand identity and style guide for the Science Directorate
- Received APA Core Value Award: Teamwork (2014)

FINE ARTIST AND GRAPHIC DESIGNER

Self Employed | Washington, DC | May 1996 – present

- Created initial web presence for multiple small business clients including musicians and artists
- Exhibited artwork in solo shows at Northern Virginia Community College (Sterling, VA) and Glenview Mansion (Rockville, MD)
- Fine art acquired by District of Columbia's Art Bank Collection for display in government buildings
- Public art piece commissioned by Word, Beats, and Life, a DC nonprofit promoting arts in urban areas
- Provide volunteer design services to Miriam's Kitchen, a DC nonprofit providing meals to the homeless

CREATIVE DIRECTOR

Adfluence, Inc. | Rockville, MD | March 1999 - May 2006

- Redesigned and launched company website (including UX design planning and content management)
- Served on product development team to create entirely new business offerings including new interactive advertisements and website contests
- Built client relationships from initial contact through to account management (over 100 new clients)

PRODUCTION AND DESIGN MANAGER

Next Day Sign Express | Beltsville, MD | May 1996 - March 1999

- Oversaw design and layout of new shop – increased productivity and ease of use
- Supervised production staff and coordinated project workflow schedules

EDUCATION

UNIVERSITY OF CALIFORNIA, LOS ANGELES EXTENSION | Los Angeles, CA | Completed September 2014

Certificate: Advanced Web and Interaction Design, UX Design concentration

MONTGOMERY COUNTY COMMUNITY COLLEGE | Rockville, MD | September 2001 - December 2003

Continuing Education: Fine Art, Printmaking concentration

UNIVERSITY OF DELAWARE | Newark, DE | Completed May 1996

BA: Illustration, Graphic Design concentration; Minors: Biology and Spanish