



JIM GEDDES

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Summary

Senior Visual Designer

Managed corporate strategy for large brands such as Kaiser Permanente, drugstore.com, Beauty.com, VisionDirect.com, Microsoft, Washington Mutual, Eddie Bauer, and more. Recognized for leading Brand Strategy, Information Architecture and Visual Design Teams to work cohesively with Production, Development, Fulfillment, and QA to assure on time and on budget solutions. Part of dynamic design teams creating everything from digital to print; from consumer to B2B products and services; for both agency and in-house creative services. Knowledgeable in the management of internal creative departments, establishing training agendas, scheduling work, and setting criteria for information architecture and user experience. Never losing sight of the team and always being a team player.

Highlighted Proficiencies

- Strategic conceiving and design
- Omni-channel marketing
- Leadership and art direction
- Corporate identity and branding
- User Interface and site architecture
- Project management
- Creative team/photo studio management
- Vendor/production management
- eCommerce
- Organizational process development

Technical Skills

Highly proficient in the use of Windows and Macintosh environments including:

- Adobe Creative Cloud, Adobe Acrobat, Microsoft Office, and SharePoint.
- Working knowledge of digital technologies and applying them to projects.
- Knowledge of Workamajig, WRIKE, and proficient in Smartsheet.
- ADA (Americans with Disabilities Act) standards and Medicare compliance standards for producing marketing materials.

Professional Experience

Kaiser Permanente, Washington

2017 - 2023

Senior Visual Designer, Art Director

Lead art direction and design with the Member Marketing, Experience team, and Sales for Medicare, medical facility programs, and corporate promotions in both print and digital.

- Art directing and designing Medicare and non-Medicare sales materials, enrollment packets, magazines, and direct mail programs for both print and digital experience.
- Art directing and designing print material programs used at medical facilities including wellness programs, pharmacy programs, and community awareness.
- Handled multiple projects and ensured they were completed within timelines and budgets.
- Lead Medicare Advantage designer for the last 2 years, becoming very proficient in ADA (Americans with Disabilities Act) standards and Medicare compliance standards for marketing materials.
- Mentored and guided other designers for both digital and print.
- Advised and helped balance workload for enrollment season during a year of rebranding (2017) as well as implemented a new creative brief to increase team's efficiency.
- Redesigned a large portion of the existing materials during the rebranding.
- Designed all maps used in the KPWA region and was the gatekeeper for assets and usage.

*Professional Experience
(continued)*

Walgreens

2011 - 2016

Design Manager, Senior Visual Designer

Managed the Photo Studio team that supported and maintained the Product Catalog (80-100K items live at any given time) for Walgreens.com, drugstore.com, Beauty.com, and VisionDirect.com.

- Created and provided guidance for image standards, optimization of workflow, and oversaw new initiatives and processes.
- Provided direction for integrating the product catalogs together when Walgreens.com was added in 2011.
- Co- architected and designed a new user portal in 2014 for managing the product images: images could be added and checked for quality, revised if needed, and then loaded directly to the site saving time.
- Provided leadership for Creative Team during Associate Creative Director two-year vacancy. This included project trafficking, hiring talent, art direction, and production management, as well as actively designing in-house projects and initiatives. Became a liaison between corporate management and the team to ensure needs were met for both sides.
- Managed print vendor interactions so that the team could easily hand off all print work easily.
- Partnered with the corporate vendor services to guarantee a smooth process and ensure we had sufficient vendor service and quality.
- Served as a liaison between the Creative Team and the User Experience and IT teams during the mobile sites projects.
- Actively designing in-house projects and initiatives simultaneously.

Drugstore.com (Acquired by Walgreens)

2006 - 2011

Design Manager, Senior Visual Designer

Led a team in charge of all product photography on site, as well as all marketing and promotional photography for drugstore.com, Beauty.com, and VisionDirect.com.

- Evolved the Photo Studio from a single photographer to a team of photographers and editors.
- Helped develop the talent to make it a world class studio and fostered collaboration with designers and writers, as well as business owners.
- Actively designing in-house projects and initiatives simultaneously. Focus was on site promotions, in-house and third-party advertisements, emails, digital affiliate banners, social media and PR events, print pieces, and other collateral.
- Collaborated daily with copywriters, photographers, and other designers to meet and exceed the business needs of our buyers, merchandisers, affiliate, retention, search, and senior marketing teams.
- Part of two redesigns of the drugstore.com website and one brand revision.

*Additional Relevant
Experience*

Drugstore.com, (Acquired by Walgreens), Senior Visual Designer

The Wilcher Group, Visual Designer and Information Architect

United States Marine Corps Reserve, Reconnaissance / Light Armored Infantry

Education

Bachelor of Fine Arts in Graphic Design, University of Utah

*Recommendations
& Portfolio*

References and recommendations available upon request or at: [linkedin.com/in/jim-geddes](https://www.linkedin.com/in/jim-geddes)
Portfolio can be seen at: jimgdesign.com