

Kim Kelse Glooch
Designer / Creative Director

www.KKGdesign.com
kinglooch@comcast.net
(860) 455-5552
West Hartford, CT

Creating experiences that help people connect with brands in a meaningful way.

Extensive experience leading design teams for global agencies, startups and internal marketing creative. Blending behavioral psychology, user-centric design thinking, data analysis, cross-functional collaboration, journeys, curiosity and innovative design to develop and nurture meaningful brands.

Experience

Digital Art Director: Global Atlantic, B2B Financial Services

Hartford, CT // 2022 - 2024 // globalatlantic.com

Led a Creative Design team of 5 designers within the larger marketing department. Accomplishments include strategy and design execution of marketing campaigns, leading Design Thinking work sessions with cross-functional problem solving teams, auditing the digital experience, introducing new software including AI and interactive solutions, formalizing more efficient processes, and gradually updating the primary website design, content and navigation.

Creative Director: The Shed, Building the circular economy through rental

Remote // 2020 - 2022

When the goal is to change how people consume things, it's more than just a visual brand solution. Helped build and re-position product rental into a modern consumer and B2B solution benefitting the environment, customers, and merchandiser partners. Teamed with cofounder and CMO to lead strategic experience design and build a marketing team while executing majority of brand assets across all media.

- Directed and executed positioning, website planning, design and content, landing pages, paid and organic social content, automated flows and promotional emails, seasonal campaigns, environmental ads, loyalty and membership programs, gift card program, mailers, event materials, integration of data analytics feedback, and more
- Created customer journey models including inspire and delight opportunities
- Led customer focus group sessions // evaluate consumer mindset
- Led flagship experiential store design: Expanding from 1 to 4 storefronts throughout the US in 2022
- Managed agency partnerships: E-Commerce analysts, store architects, web development, printers, Hubspot
- Built and managed design team of freelancers and one full time designer.

Creative Director: United Bank, Consumer Financial Services

Acquired and absorbed by People's United Bank after 7 months // Hartford, CT // 2019

Joined United Bank to help build an internal marketing department and bring B2C best practices into the financial sector to create more customer-centric brand experiences. Included repositioning the master brand, working with divisions to unify and introduce design thinking into the product innovation process, building an internal creative department and supporting marketing efforts. Creative Lead for largest omni-channel product launch in five years.

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Chief Creative Officer: Wearsafe Labs

IoT Personal Safety Software & Devices

Hartford, CT // 2013 - 2018

As original start-up team member, strategized, designed, launched and managed B2C & B2B brand experience including positioning, naming, UI/UX and structural product development. With the lean resources of a start-up, helped build the story of a modern, socially responsible global brand, growing to over 25 employees.

- Executed creative for mobile app, website/landing pages, paid and organic social media, email campaigns, trade show exhibits, collateral, sales materials, affiliate programs, training kits, videos, a successful Kickstarter campaign, built brand and image libraries, and more.
- Facilitated cross-functional ideation sessions
- Managed agency partnerships: Film, web development, printers, packaging
- Writing/Content generation and design for key investor decks including successful presentation to Amazon Alexa Team.

Principal/Designer: KKG Design

Remote // 2006 - 2013

Packaging and branding design consultant with branding agencies for clients including Duracell, Dannon, Earth's Best, Skinny Cow, Sabra, Pepperidge Farms, Coffee-mate, and non-profits.

US Founder/Creative Director: Dragon Rouge NYC

New York, NY // 2004 - 2006 // dragonrouge.com

Partnered with CEO and leadership in Paris, France, to plan, open and manage first US office of Dragon Rouge while building the team including designers, project management and support staff. Complete brand services for global and local clients. Built and managed creative team of six designers.

- Developed US brand around global identity
- Created project management system
- Executed and oversaw all work ensuring excellence and design innovation
- Managed agency partnerships
- Helped develop/manage relationships and execute work with clients such as: Diageo, Unilever, Stock Liquor, Snapple, Pheonix Brands, and more.

Design Director: Interbrand

New York, NY // 1999 - 2004 // interbrand.com

Designed and directed packaging and branding projects from initial briefings, concept generation, execution, print proofing, client relationships, and continued brand management. Lead contact and designer for logo update, redesign, and line extensions for entire Clorox product portfolio. Other clients included Ambien, Febreze, American Cancer Society, Tropicana, Pepsi, and Thomson Learning.

Software Skills

Adobe Creative Cloud (Illustrator, Photoshop, Premiere, XD, InDesign)

Figma, Sketch

Asana, Basecamp, Trello, CoSchedule, Slack, Workfront

Well Said AI, Midjourney, Firefly

G Suite (Google Drive)

MS Word, Excel, Power Point

Wix, Squarespace

Distinctions

Beverage Packaging Global Design Gold award

American Graphic Design Award

Publication in Beverage World, Brandweek, several design annuals

Work has been called, "the most prominent innovation" in the New York Times

Guest Lecturer at Syracuse University

Education & Affiliations

Syracuse University
BFA Communication Design
Dual minors Painting & Psychology

US Horse Welfare and Rescue
2024+: Board member // Volunteer

Call To Care Uganda
2007 - 2021: Board Member

Sustainability

Strive to incorporate ethical and sustainable strategies which benefit both consumers and long term growth.