

Kimberly Milruya

HELLO THERE!

My name is Kimberly Milruya (formerly Kimberly Teruya) and I am a marketing and graphic design professional with a passion for working with organizations that are making a positive difference. My varied background includes **project management and graphic design** for California State Parks, **marketing coordination** for UCLA, **social media management** for the Mountains Recreation and Conservation Authority, **development and fundraising** assistance for spcaLA, **interpretation** for the U.S. Forest Service, and **creative services** for Southwest Airlines.

CONTACT

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EXPERIENCE



- **Graphic Designer III for California State Parks, Communications and Marketing Division**
Marketing | Graphic Services | Project Management Infrastructure | Program Analysis
January 17, 2023 – present, 40 hours/week
 - Provide modern solutions to streamline design and project management processes utilizing existing infrastructure to create more efficient work flows with cloud-based programs such as Airtable and Jotform to automate steps and increase accuracy
 - Proposed, created, and manages central internal intranet site for the Communications and Marketing division to increase awareness of services as well as provide guidance on how to obtain those services
 - Lead creative design for projects for the California Natural Resources Agency's Environmental Justice and Equity program by creating logos, flyers, templates, and other branded materials
 - Identified a need for and implemented a strategy to produce easy to update and cost-effective marketing material known as "park infosheets" to be implemented across all 280 park units, projected to save the department thousands of dollars in production costs
 - Successfully met tight deadlines and requirements for high-level projects such as Arts in California Parks, California State Park Adventure Pass, and California State Library Parks Pass. Received Director's Award for work on California State Library Parks Pass.
- **Community Engagement Coordinator for California State Parks, Channel Coast District**
Marketing & Communications | Program Analysis | Social Media
September 13, 2021 – January 16, 2023, 40 hours/week
 - Identified needs for meetings as well as scheduled and led creative discussion to discern marketing objectives, recommended and produced communications deliverables, and constructed timelines for completing multi-phase marketing programs and projects
 - Led creative design for the statewide California State Library Parks Pass program, including logo creation, campaign branding, asset management, print production communications, and design of other collateral materials such as bookmarks, flyers, and social media images
 - Coordinated the community engagement program throughout the district, which involved attending community meetings, writing and creating informational handouts, and ensuring that the most beneficial park information was readily available for visitors by updating public facing documents like campground maps, banners, flyers, and other media
 - Analyzed social media and digital marketing strategies and policies while also providing communications support for public inquiries
 - Conducted research to provide written and verbal analysis of projects and recreation trends along the California coastline to create reports with engaging exhibits and graphics
- **Senior Graphic Designer for University of California, Los Angeles**
Project Coordination | Graphic Design | Brand Management
July 11, 2016 – August 31, 2021, 40 hours/week
 - Scoped design projects to identify needs and solutions, requested quotes, managed contracts, scheduled installations, and ensured quality of work by vendors
 - Prioritized, managed, and produced multiple communication campaigns from conception to installation, while consistently meeting deadlines and exceeding project expectations
 - Worked successfully and communicated effectively across departments as the project manager and point of contact with internal team members and outside vendors to complete all marketing project objectives within budget
 - Projects included analysis of way-finding signage in outdoor campus areas, print and digital program materials for special events held in outdoor venues, creation and production of interpretive props and signage for team building activities such as the Bruin Woods ropes course, and updating maps and exhibits for outdoor navigation

PROFESSIONAL SKILLS

PROJECT MANAGEMENT AND DATABASE DESIGN WITH AIRTABLE
ADA COMPLIANCE AND REMEDIATION
ARCGIS PRO AND CARTOGRAPHY
MICROSOFT POWERPOINT, WORD, EXCEL, OUTLOOK, SHAREPOINT
CANVA AND ADOBE EXPRESS TEMPLATES

● **Freelance Graphic Designer**

Graphic Design | Print & Digital Collateral | Copywriting

December 1, 2011 – August 1, 2023, 20 hours/quarter

- Provided freelance graphic design services for a variety of clients from concept to production to installation
- California State Parks: Conceptualized and created the branding and marketing campaign for the grand re-opening of Los Angeles State Historic Park. Led creative meetings and organized production and printing of various materials including posters, brochures, on-site signage, and way-finding signs
- UC California Naturalist Program: Created the first annual report for the UC California Naturalist Program including custom infographics, file management, and design consultation and advice
- Bay Nature Magazine: Coordinated and designed 5 to 30 client advertisements per issue for over 10 years (including print and web), each with various tones, messages, and imagery. Wrote and edited marketing text to deliver clients' messages effectively to diverse audiences.

● **Interpretive Publications Coordinator for**

Mountains Recreation & Conservation Authority

Interpretation | Graphic Design | Social Media | Photography

January 6, 2014 – July 1, 2016, 40 hours/week

- Collaborated with staff from across the agency in different Divisions to create new interpretive media for a variety of audiences through wayside panels, exhibits, maps, brochures, flyers, and more, to promote events and provide interpretive information about natural resources
- Composed and edited interpretive writings for park wayside panels and kiosks, newsletters, and brochures
- Managed digital marketing through curating posts on Facebook, Instagram, Flickr, and Constant Contact
- Photographed events and park landscapes for use in print and social media
- Staffed the interagency visitor center to provide the public with information on park safety, local trails, park regulations, and customer service

● **Development Assistant for spcaLA**

(Society for the Prevention of Cruelty to Animals, Los Angeles)

Fundraising | Public Outreach | Donor Communications

April 1, 2013 – December 16, 2013, 40 hours/week

- Organized intake of donations and updated donor information in Raiser's Edge and Convio
- Served as spcaLA representative for outreach events, festivals, spcaLA public events, and for Adopt-A-Pet news segments on television
- Performed design work to edit and improve pet photographs, implement spcaLA website changes, edit internal forms, and create public flyers
- Assisted in filming short videos to promote different pet training programs and shelter locations

● **FEMA Corpsmember for AmeriCorps FEMA Corps**

Disaster Relief | Public Outreach | Grant Writing

August 2, 2012 – January 1, 2013, 40 hours/week

- Corpsmember in 12-member residential program that focused on disaster relief and awareness projects, which were determined and coordinated by FEMA
- Extensively trained in team dynamics, conflict resolution, and field work tool usage
- Assisted with post-disaster efforts like grant writing for the 2011 Virginia earthquake at a FEMA Joint Field Office
- Responded to Hurricane Sandy as part of a Community Relations team to disseminate disaster relief information (shelter locations, FEMA registration, damage reports)

● **Community Outreach/Interpreter Intern for U.S. Forest Service, Mount St. Helens National Volcanic Monument**

Outreach | Graphic Design | Natural Resource Interpretation

April 1, 2012 – August 1, 2012, 40 hours/week

- Provided scheduled and roving interpretive talks, outreach in local communities around Mount St. Helens, and graphic design services
- Prepared and delivered interpretive talks about the 1980 eruption and its effects on the land and people
- Organized opportunities to engage the local community through outreach booths at various events to encourage a stronger Forest Service presence
- Designed flyers, rack cards, posters, and other interpretive handouts for use in the visitor center and outreach events

● **Creative Services & Graphic Design Intern for Southwest Airlines**

Graphic Design | Print & Digital Collateral | Copywriting

January 3, 2011 – May 1, 2011, 40 hours/week

- Executed the design of print and digital assets from conception to production, including invitations, greeting cards, newsletters, merchandise, articles, and logos for both internal and external use
- Provided support for the design team pre- and post-production by prepping materials for layout as well as creating mock-ups for presentation
- Created a bus wrap design that was selected for the Conservation in Action: Tour 40 campaign, which led to collateral material that included water bottles, shirts, stickers, and tote bags

● **Graphic Designer for TreePeople**

Graphic Design | Print & Digital Collateral | Copywriting

January 1, 2010 - December 1, 2010, 20 hours/week

- Supported e-newsletters with written content and graphics
- Managed photographs for social media applications, including cropping, resizing and retouching images
- Designed flyers, banners, posters, rack cards, event invitations, and educational workbooks for distribution within TreePeople's park and to the general public

KEEP IN TOUCH
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Thank
you