

Kimberly Teruya

CONTACT

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EDUCATION

UNIVERSITY OF
SOUTHERN CALIFORNIA
B.A. COMMUNICATIONS
B.A. FINE ARTS (GRAPHIC DESIGN)
OVERALL GPA 3.5

CREATIVE SKILLS

ADOBE ILLUSTRATOR,
INDESIGN & PHOTOSHOP
PRINT COLLATERAL
ASSETS FOR WEBSITE, EMAIL
& DIGITAL DISPLAY
EXTERIOR SIGNAGE, WAYFINDING,
& INFORMATIONAL KIOSKS
BRAND IDENTITY
COPYWRITING & EDITING
SOCIAL MEDIA MANAGEMENT
ART DIRECTION
LANDSCAPE PHOTOGRAPHY
MAC & PC PROFICIENT
MICROSOFT POWERPOINT,
WORD, EXCEL, OUTLOOK

PERSONAL SKILLS

PROJECT MANAGEMENT
HARD WORKING, TEAM PLAYER
FLEXIBLE & POSITIVE ATTITUDE
PASSION FOR WORK
IN THE GOVERNMENT,
PUBLIC & NON-PROFIT SECTOR

HELLO THERE!

My name is Kimberly Teruya (also know as Kimberly Milruya) and I am a graphic design professional with a passion for working with organizations that are making a positive difference. My varied background includes **graphic design services** for California State Parks, **marketing coordination** for UCLA, **social media curation** 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.

EXPERIENCE

● **Community Engagement Coordinator** for **California State Parks** Marketing & Communications | Program Analysis | Social Media *September 2021 – present*

- Identifying the need for meetings as well as scheduling and leading creative discussion to discern marketing objectives, recommend and produce communications deliverables, and construct timelines for completing multi-phase marketing programs and projects such as the statewide program "California State Library Parks Pass". Led creative design for the entire 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.
- Coordinating the community engagement program throughout the district which involves attending community meetings, writing and creating informational handouts, and ensuring that the most beneficial park information is readily available for visitors by updating public facing documents like campground maps, banners, flyers, and other media
- Analyzing social media and digital marketing strategy and policies while also providing communications support for public inquiries
- Conducting research to provide written and verbal analysis of different projects and recreation trends along the California coastline to create reports with factual and engaging exhibits, graphics, and photographs

● **Principal Publications Coordinator** for **University of California, Los Angeles** Project Coordination | Graphic Design | Brand Management *July 2016 – September 2021*

- Scoped design projects to identify needs and solutions, requested quotes, handled contracts, scheduled installations and work, and ensured quality of work by external and internal vendors
- Prioritized, managed, and produced multiple communication campaigns from conception to installation, while consistently meeting deadlines and exceeding project expectations
- Managed project deadlines and budgets while also researching current and competing trends to produce professional recommendations and reports for upper management
- 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 have included analysis of wayfinding 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
- Led creative design for COVID-19 marketing and messaging as well as logo creation and branding for the award-winning Lake Arrowhead Lodge
- Expert knowledge of design fundamentals, best practices, and production and printing techniques, as well as proficiency in Adobe Creative Cloud software such as Illustrator, InDesign, and Photoshop

● **Freelance Graphic Designer**

Graphic Design | Print & Digital Collateral | Copywriting

December 2011 – present

- 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 Graphics Coordinator for**

Mountains Recreation & Conservation Authority

Interpretation | Graphic Design | Social Media | Photography

January 2014 – July 2016

- 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 2013 – December 2013

- 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 2012 – January 2013

- 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 2012 – July 2012

- 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 2011 – May 2011

- 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 2010 - December 2010

- 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**