



Kimberly Applewhite

Print | Web | UX



Kimberly Applewhite

Kimberly is a versatile, highly creative, multimedia designer who possesses a keen eye for innovative design. She has a Bachelors Degree in Graphic Arts and has served in a number of capacities in multimedia design for more than 10 years, with experience in the fields of company branding, digital marketing, and web design. Kimberly is passionate about company success and go the extra mile to ensure ultimate satisfaction.

EXPERIENCE

February 2009 – Present, Applewhite Design, *Sole Proprietor*

- Develop clean, responsive website design that generate leads, attract customers and grow sales through memorable user experiences for companies such as Urban GIS, GIDI, The Leverage Network, Inc, TeamUP and Material Service Testing Laboratories.
- Build distinctive brands that separates businesses from their competitors; from logos to marketing collateral design.
- Build and publish mobile apps for Android and iOS for events such as conferences and/or summits.

February 2009 – June 2017, Urban Ministries Inc., *UX/UI Designer Previously Sr. Multimedia Designer, Multimedia Designer*

- Developed and maintained digital publications, landing pages, websites (content & promotional), ebooks, email campaigns, newsletters, ecommerce, and social media banners.
- Worked on digital projects for UMI partners such as Gloo, Circle Y Ranch Camp, and Evangelical Training Association.
- Collaborated with Marketing, Sales, IT, and Content departments to create and translate interactive designs and wireframes.
- Spearhead the production of visually strong, easy to use and access user interfaces on web, mobile, and desktop applications.
- Knowledge of InDesign/InCopy work flow with Woodwing multi-channel publishing and digital assets management.
- Managed the development of promotional websites and marketing collateral for unique product lines.
- Clearly communicated design strategy, rationale, and perspective to project stakeholders.
- Designed and createed non-digital marketing projects such as flyers, brochures, ads, etc.
- Lead designer of various educational publications and websites.
- Directed art direction for content for print/web publications.
- Led weekly production meetings with project stakeholders.
- Trained interns on best practices for print/web design and layout.

September 2008 – December 2008, J. Murray & Associates, Inc, *Web Design Intern*

- Created logos for web design.
- Design graphics and images for websites and banners.
- Assist the design/developed of website templates.

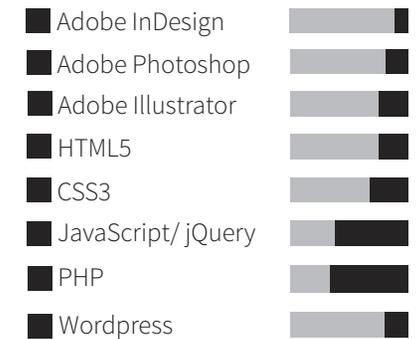
EDUCATION

Bachelor of Applied Science Degree, Graphic Arts – Robert Morris University

Graduated February 2009

- Honors Program/Dean’s List • Full Bleed Student Magazine designer and writer • Study abroad— Florence University of the Arts

PROFESSIONAL SKILL



“The artist is nothing without the gift, but the gift is nothing without work.”

~ **Émile Zola**

LOGO design

A logo is important to a business and to the branding of the company's name, but can also help attract new customers. Strong logo design that appears on advertisements or promotional products will stand out cause people to remember the company.

Logos should convey something essential about the business' identity. The design should reflect the business' personality, its attitude, its sense of style. A lot is this is conveyed through symbols, text, and color usage.



GenesisExodus Logo

Genesis Exodus is an organization committed to helping homeless, poor and disabled people to achieve health and self sufficiency. Client logo needed represent moving from the past to a new future.

Client

Your Name Client

Scope of Work

Logo Design, Business Card

Year

2011



John Richards Jr. Logo

Johnrichardsjr.com is a personal website for John Richards who write about Christ, Sports, and Culture through a gospel lens. His mission is to faithfully engage the digital community in matters of faith. John live at the intersection of culture and the Cross. He speak at various conferences and events, touching on relationships, discipleship, spiritual disciplines, and faithfulness to Scripture.

Client
John Richards Jr.

Scope of Work
Logo design

Year
2014

Harbor Jr. Logo

Harbor Jr. Children Ministry focus is to help in the spiritual development and growth of our youth through relevant, fun and educationally-sound material. In order to build and strengthen their relationship with God. Logo is a modern kid-friendly version of God's Harbor For All Souls main log

Client
God's Harbor For All Souls

Scope of Work
Logo Design

Year
2017



Charlden & Associates Logo

Charlden & Associates is a consulting firm that manages social media campaigns which often includes creating marketing content.

Client

Charlden & Associates

Scope of Work

Logo design

Year

2017





The Leverage Network Logo

The Leverage Network is dedicated solely to promoting the advancement of African Americans/Blacks in Governance roles in Healthcare and healthcare services with a goal to increase the representation of African American/Black leaders holding seats on the boards of healthcare organizations across all sectors of the industry.

Client

The Leverage Network Inc.

Scope of Work

Logo design

Year

2014

BRANDING design

Branding is more than a memorable logo. A company that has good branding increases its value and makes acquiring new customers easier. A company brand is everything, from people's perception of a company's customer service and reputation to advertising, and culture.

Branding helps your target market to select you over the competition and to see you as the sole provider of a solution to their problem or need.

NATIONAL BASKETBALL Legends RETIRED PLAYERS ASSOCIATION

Dear Platinum NBRPA Member:

Thank you for your support – Platinum Members make up the backbone of the NBRPA and because of your lifetime membership contribution we are able to help more former NBA, ABA, Harlem Globetrotters and WNBA players and their families navigate life after basketball than ever before. The NBRPA is at a record high of nearly 650+ members, but we will not be satisfied until every eligible former player is part of our family.

Platinum commitments from members strengthen our ability to advance the NBRPA's position in giving back to communities – specifically in the areas of crime prevention, education, and mentoring. Most importantly a Platinum commitment gives us the opportunity to do much more for YOU! More stability and greater numbers make for a more powerful NBRPA and we humbly thank you for your Platinum investment that will help us provide unprecedented benefits, programs and opportunities to our members.

Over the last 16 months, we have initiated and strengthened relationships with partners that are committed to provide high-value benefits and programs as part of your membership. The 4-year extension and enhancement of our partnership with the NBA is just one of the recent success stories that will help our association provide more to NBRPA Members.

This is the most exciting time in the 22-year history of the NBRPA and we are more prepared than ever to assist former professional basketball players and their families as they reach for success in life after the game. The NBRPA National Office will continue to seek opportunities for former NBA, ABA, Harlem Globetrotters and WNBA players and we are confident that through energy, strategic planning and transparency, we will continue to elevate our Association to its full potential.

Thank you for your support as an NBRPA Platinum Member!

Ot Baskin
Otis Baskin
Chairman of the Board

Annie D. Feltow
Annie D. Feltow
President & CEO

175 W. Jackson Blvd. • Suite 1600 • Chicago, IL 60604 • 312-913-9400
Fax: 312-913-9811 • www.legendsofbasketball.com



"we made this game"

NATIONAL BASKETBALL Legends RETIRED PLAYERS ASSOCIATION

NATIONAL BASKETBALL RETIRED PLAYERS ASSOC. 175 W. Jackson Blvd., Suite 1600, Chicago, IL 60604
P: 312-913-9400 F: 312-913-9401 @NBASlummi

"It's a no-brainer to be a part of (the NBRPA) and get back into the atmosphere, the love circle of the game of basketball. At the point you don't feel like, 'Oh, I played in the WNBA, you're NBA, you're Harlem Globetrotters, you're ABA, what you feel like is a family, a basketball family.'" — Teresa Weatherspoon

JOIN NOW

CERTIFICATE of Membership

THIS IS TO CERTIFY THAT _____ IS A MEMBER IN GOOD STANDING OF NATIONAL BASKETBALL RETIRED PLAYERS ASSOCIATION

NATIONAL BASKETBALL Legends RETIRED PLAYERS ASSOCIATION

DATE: _____ 2014

Ot Baskin
OTIS BASKIN, CHAIRMAN OF THE BOARD

FACT Success starts with a clean screen! Begin your success with this mobile screen cleaner.

Big Check Back to your mobile phone or tablet, open Facebook or Twitter!

Join Now We're looking for former players who want to be part of the Legends family. Join now and receive a \$100 gift card to the Legends store.

Unprecedented Service. Unprecedented Growth.

legendsofbasketball.com

2014 we made this game

Kareem Abdul-Jabbar ANNUAL

Platinum Member

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P: 312-913-9400 | F: 312-913-9401
e-mail: membership@legendsofbasketball.com

Kareem Abdul-Jabbar
PLATINUM MEMBER

NBRPA Membership Card/Benefits

Please find below your National Basketball Retired Players Association (NBRPA) membership card. Please detach your card and carry with pride. Listed below are some of the benefits established for NBRPA members. If you have any questions please feel free to contact our membership department at 312.913.9400 or email Excel Hardy Jr. (ehardy@legendsofbasketball.com).

YOUR NBRPA MEMBERSHIP BENEFITS INCLUDE:

Member Events

- Legends World Sports Conference (LWSC)**—Members receive free hotel accommodations for 2 nights, meals, entertainment and educational workshops ranging from Career Transition, Employment & Coaching Opportunities, Finance & Investments, Health & Wellness, Social Media, Personal Branding and more.
- NBA All-Star Weekend**—Members gain access to hotels, tickets and a myriad of activities and events, including the Legends Brunch.
- Legends Fantasy Weekend**—A full weekend of philanthropy and fun that raises money for the NBRPA's Dave DeBuschere Scholarship Fund. The weekend's activities include a VIP Reception, Celebrity Blackjack Tournament, Legends Youth Clinic and Basketball Black Tie Gala.

Member Benefits/Discounts

- NBRPA Rewards**—Provides access to 200,000+ discounts and cash back on purchases local and nationwide (NBRPA Awards, www.NBRPArewards.com).
- Discounts on travel, shopping, entertainment and more**, up to 60% off, through Working Advantage at www.workingadvantage.com (Member Code NBRPA Site).
- 30% off** all purchases through NBAStore.com.
- Hotel Discounts**—Best Western and Kimpton.
- Rental Car Discounts**—Hertz, Avis, Enterprise.
- Additional Benefits:** 1-800-Flowers, American Ticket Company, Hewlett Packard, iHome, Mrs. Fields Cookies, and more to come.
- 50% off** price at Spalding.

Legends

173 W. Jackson Blvd. • Suite 1600 • Chicago, IL 60604 • 312-913-9400 • Fax: 312-913-9401 • www.legendsofbasketball.com

NATIONAL BASKETBALL Legends RETIRED PLAYERS ASSOCIATION

Dear Platinum NBRPA Member:

Thank you for your support! Platinum Members make up the backbone of the NBRPA, and because of your lifetime membership by contribution we're able to help more former NBA, ABA, Harlem Globetrotters and WNBA players and their families navigate the often stressful transition to life after basketball. The NBRPA is a proud help of made this member. But we will not be satisfied until every eligible former player is part of our family.

Platinum commitments from members strengthen our ability to advance the NBRPA's position in going back to community—specifically in the areas of career transition, education, and more. Most importantly, a Platinum commitment goes to the support of its much-loved fan base. Member stability and greater involvement in a more powerful NBRPA is the benefit that you and your Platinum investment that will help us provide unprecedented benefits, programs and opportunities to our members.

Over the last 16 months, we have formed and strengthened relationships with partners that are committed to provide high-value benefits and programs as part of your membership. The more extensive and comprehensive our partnership with the NBA is just one of the reasons we believe that we will see an association provide access to NBRPA Members.

This is the most exciting time in the 22-year history of the NBRPA, and we are more prepared than ever to assist former professional basketball players and their families in the next 10 years or so. We are the NBRPA National Office, and we are committed to each opportunity to serve NBA, ABA, Harlem Globetrotters and WNBA players.

YOUR NBRPA MEMBERSHIP BENEFITS INCLUDE:

Member Events

- Legends World Sports Conference (LWSC)**—Members receive free hotel accommodations for 2 nights, meals, entertainment and educational workshops ranging from Career Transition, Employment & Coaching Opportunities, Finance & Investments, Health & Wellness, Social Media, Personal Branding and more.
- NBA All-Star Weekend**—Members gain access to hotels, tickets and a myriad of activities and events, including the Legends Brunch.
- Legends Fantasy Weekend**—A full weekend of philanthropy and fun that raises money for the NBRPA's Dave DeBuschere Scholarship Fund. The weekend's activities include a VIP Reception, Celebrity Blackjack Tournament, Legends Youth Clinic and Basketball Black Tie Gala.

Member Benefits/Discounts

- NBRPA Rewards**—Provides access to 200,000+ discounts and cash back on purchases local and nationwide (NBRPA Awards, www.NBRPArewards.com).
- Discounts on travel, shopping, entertainment and more**, up to 60% off, through Working Advantage at www.workingadvantage.com (Member Code NBRPA Site).
- 30% off** all purchases through NBAStore.com.
- Hotel Discounts**—Best Western and Kimpton.
- Rental Car Discounts**—Hertz, Avis, Enterprise.
- Additional Benefits:** 1-800-Flowers, American Ticket Company, Hewlett Packard, iHome, Mrs. Fields Cookies, and more to come.
- 50% off** price at Spalding.

Legends

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Membership Package

The National Basketball Retired Players Association is a charitable 501(c)3 non-profit organization with a two-pronged mission to assist former NBA, ABA, Harlem Globetrotters and WNBA players in their transition from the playing court into life after the game, while also positively impacting communities and youth through basketball.

Client
National Basketball Retired Players Association

Scope of Work
Folder, letters, brochures, certificate, membership Cards

Year
2014

NATIONAL BASKETBALL Legends RETIRED PLAYERS ASSOCIATION

made this game™

"I would like to thank the retired players association for all the legends who they honor who paved the way for the young guys to play this game today. This game is popular because of the legends who built this game"

—Earvin "Magic" Johnson

NATIONAL BASKETBALL RETIRED PLAYERS ASSOCIATION

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Chicago, IL 60604

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JOIN NOW

TLN Marketing

The Leverage Network is dedicated solely to promoting the advancement of African Americans/Blacks in Governance roles in Healthcare and healthcare services with a goal to increase the representation of African American/Black leaders holding seats on the boards of healthcare organizations across all sectors of the industry.

Client
The Leverage Network Inc.

Scope of Work
Website, brochure

Years
2014, 2018





LEVERAGING HER POWER:
SHE'S RUNNING IT, OWNING IT AND ADVISING IT

HEADLINER
MELLODY HOBSON
 Ariel Investments LLC
President
 DreamWorks Animation SKG Inc.
Chairman
 The Estée Lauder Companies Inc.
Director
 Starbucks Corporation
Director

ANN CURELLETTE MARR
 World Wide Technology, Inc.
VP of Global Human Resources

RUTH W. BRINKLEY
 KentuckyOne Health
CEO

JUNE COLLISON
 Community Hospital of San Bernardino
CEO

CARETHA COLEMAN
 Dignity Health

VI LYLES
 Vi Lyles Consulting

SHARON ROSSMARK
 Aerial Innovations

SAVE THE DATE

CHANGING THE DYNAMIC!
 2nd ANNUAL EXECUTIVE WOMEN OF COLOR SUMMIT
EWOC 2017
 MAY 24-25, 2017
 HYATT REGENCY SCOTTSDALE RESORT & SPA AT GAINES RANCH
 LeverageNetwork
 THELEVERAGENETWORKING.COM

2nd Annual Executive Women of Color Summit
EWOC 2017
 HYATT REGENCY SCOTTSDALE RESORT & SPA AT GAINES RANCH

LEVERAGING OUR POWER
OWN IT. RUN IT. ADVISE IT.

MAY 24-25 2017

REGISTRATION INFORMATION

LeverageNetwork

Executive Women of Color Summit

The EWOC Summit is a professional leadership and Board Governance conference designed to increase the representation of African American/Black women on boards and to enhance our leadership journey. The summit brings together some of the most dynamic, influential and successful women in healthcare and corporate America to share candid, authentic conversations and lessons learned.

Client
 The Leverage Network Inc.

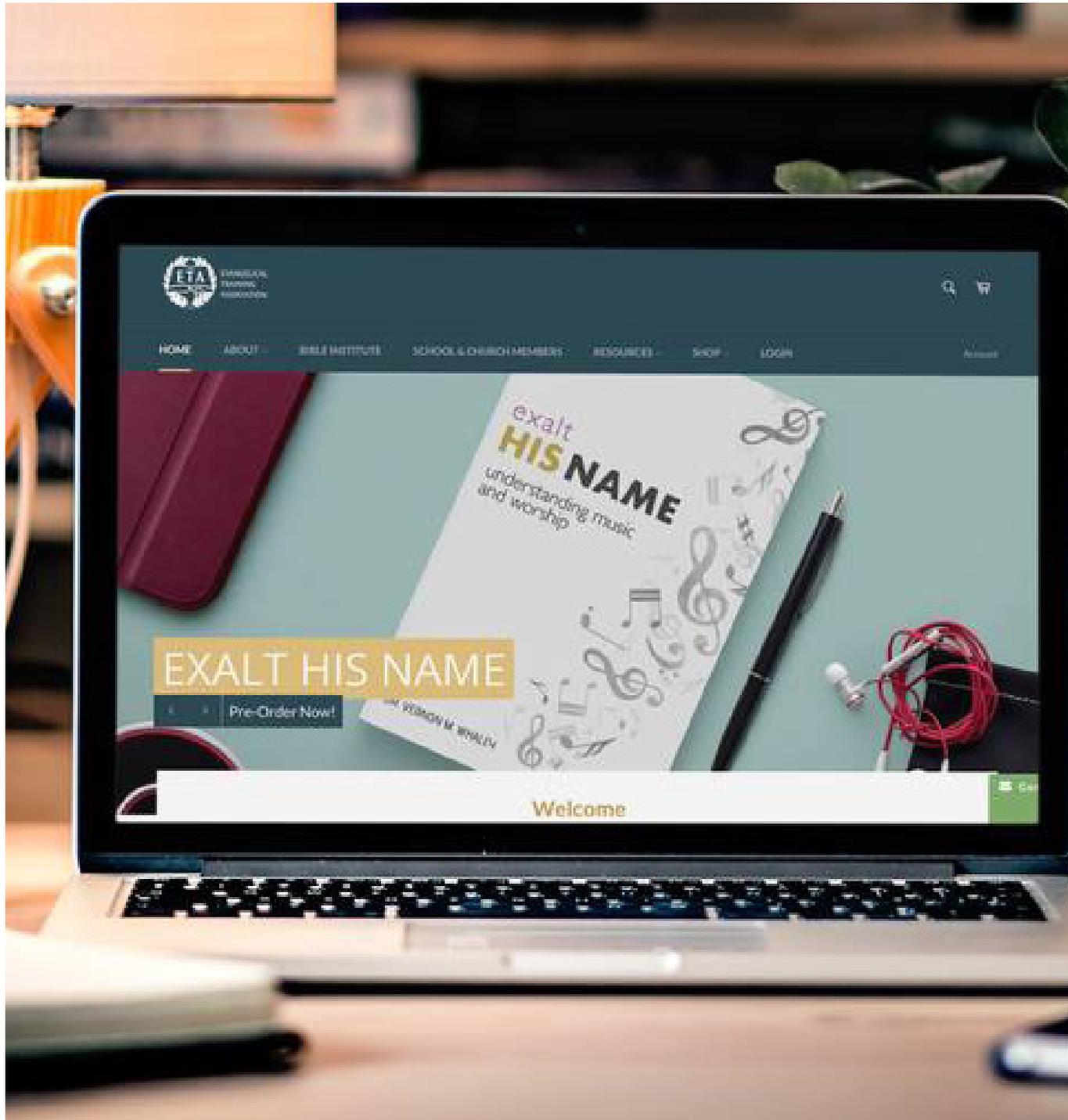
Scope of Work
 Digital marketing, direct mail, brochure

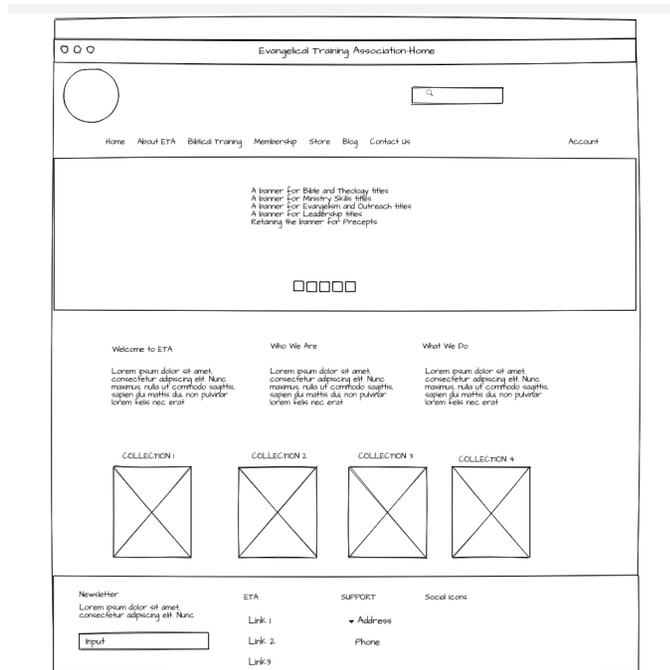
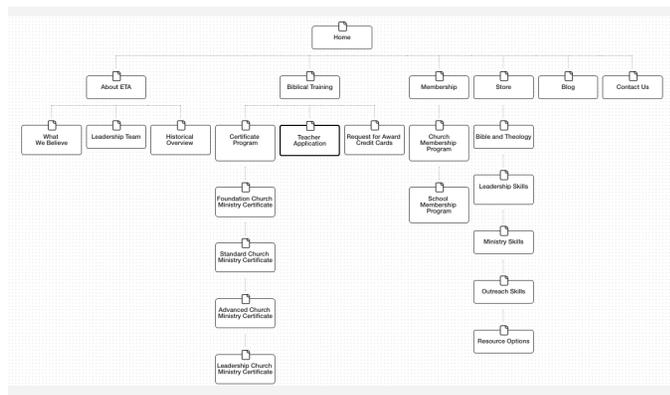
Year
 2017

WEB design

From SEO and traffic to branding and conversion rates, your site's web design affects your entire Internet presence. Thoughtful website development can increase customer traffic and an improved user interface with user experience in mind will increase conversion – generating new business at an exponential rate.

The website is an extension of the company's branding and customers first impressions are at times can be based off their user experience. That is why it is important to create a great user experience and have the right content that will cause to customer to view more than just the homepage.





ETA Landing Page

Since 1930 ETA has been providing excellent curriculum and effective training programs for churches.

ETA facilitates kingdom growth and serves as a bridge between member schools and the broader evangelical community. Our unique lay leadership resources equip local churches, Bible Institutes, and academic communities with proven training curriculum.

Client
Evangelical Training Association.

Scope of Work
Landing page, UX

Year
2017

Team Up Website

Team Up exists for the purpose of empowering youth to become self-sufficient leaders and contributors to their community.

Its mission is to positively impact the youth and community we serve by providing programs and resources that promote life skill development, healthy living and education

Client

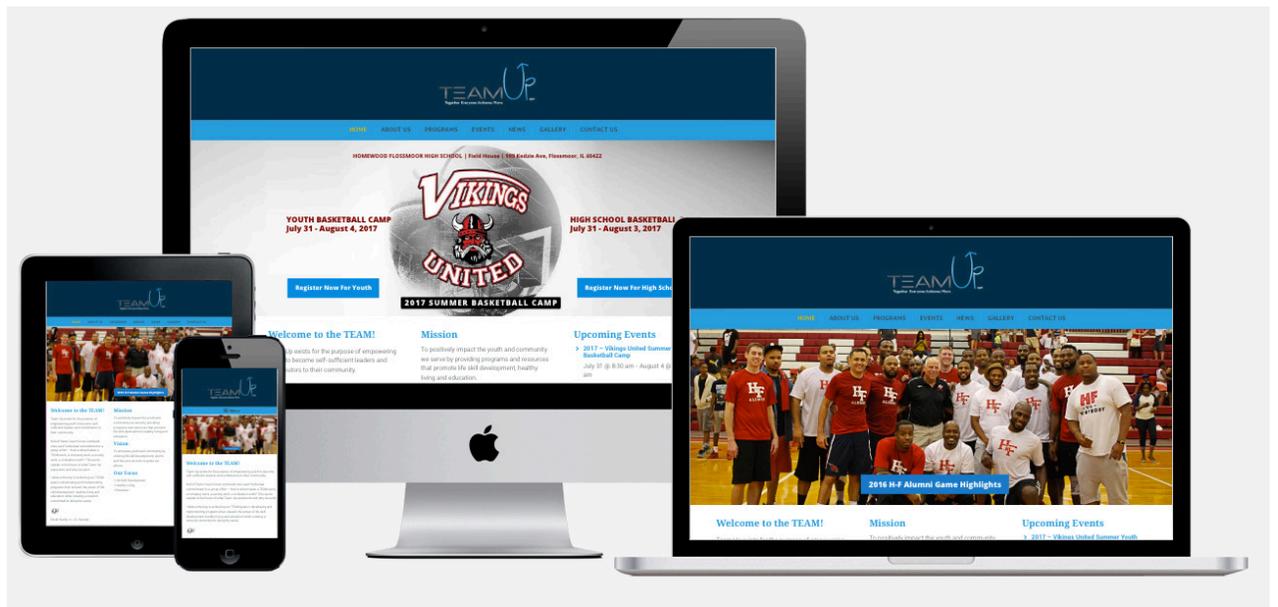
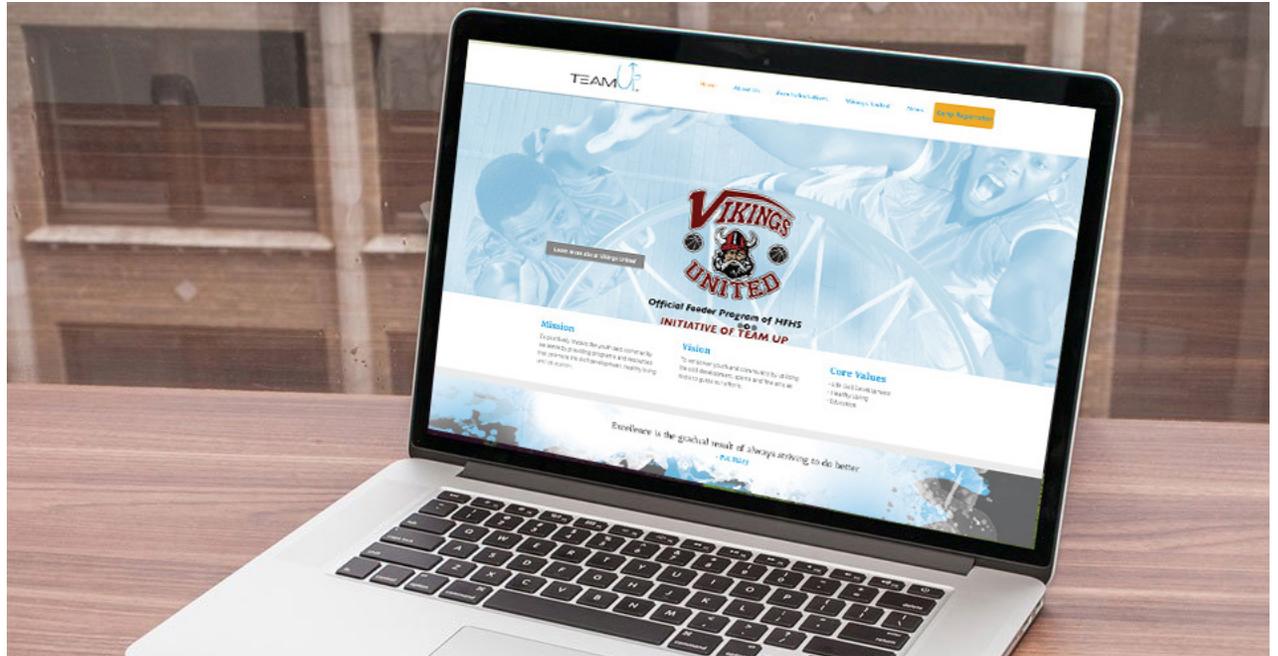
Team Up NFP

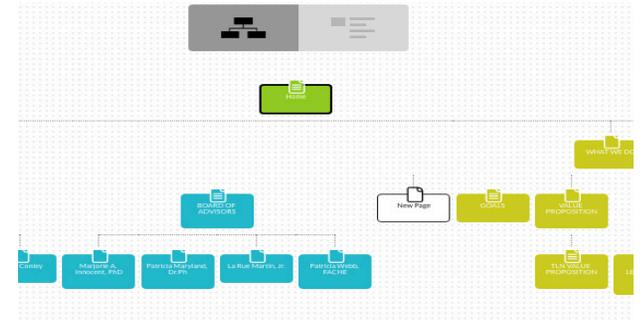
Scope of Work

Logo design, WordPress website, UX

Year

2015





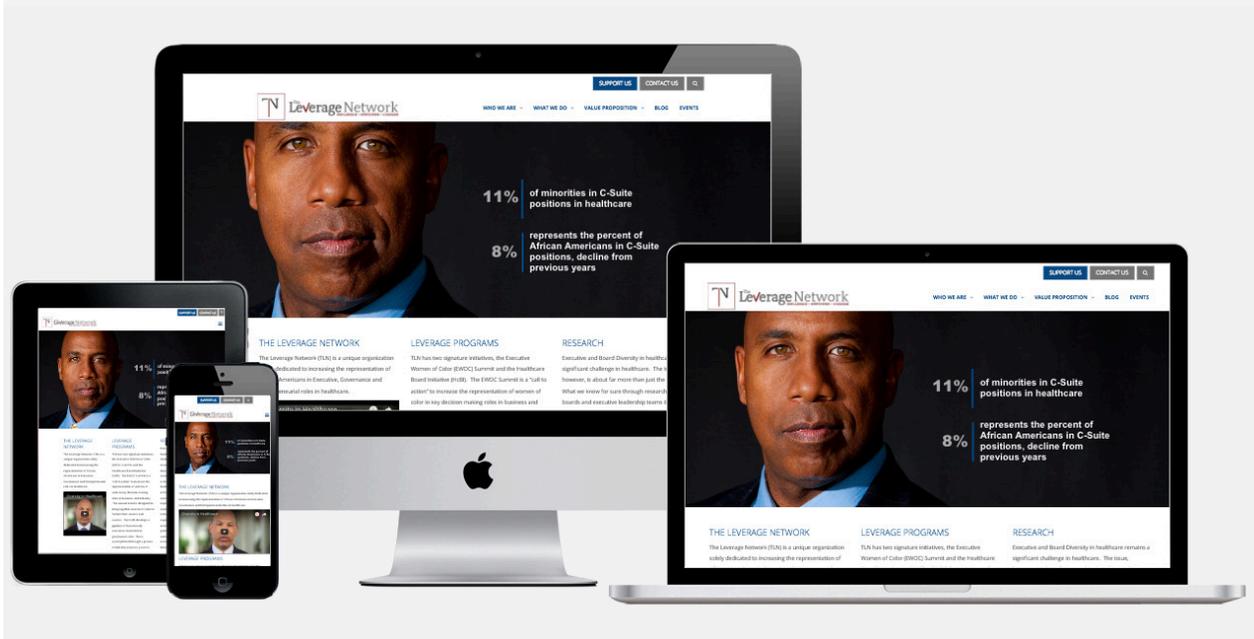
The Leverage Network Inc. Website

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Client
The Leverage Network Inc.

Scope of Work
WordPress website; UX

Years
2014, 2017



 www.applewhitedesign.com
 kapplewhite@applewhitedesign.com
 [ApplewhiteDesign](#)