

# Kim Ryggjel

An art director, illustrator and designer based in NYC with over fifteen years experience working in web, animation and print. I have a vast knowledge of women's and children's entertainment and a love for fashion, pets, crafting, gardening and food.

**PORTFOLIO** [www.papericecream.com](http://www.papericecream.com) | **LINKEDIN** <http://www.linkedin.com/in/kimryggjel> | **EMAIL** [kimkim@papericecream.com](mailto:kimkim@papericecream.com)

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## EXPERIENCE

### Sesame Workshop

Lead Designer | 2014 - present

Lead Design on Sesame Special Projects including Sesame Street English 2.0 for Nagase in Japan and the Sesame Street Parent Child Series for KBTC in China.

- Lead a team of designers and freelancers in creating 48 interactive lessons and 12 units of printed materials for the Sesame Street Parent Child Series
- Visual Design for multiple Sesame Street English 2.0 interactive lessons
- UI / UX and Visual Design of the Sesame Street Smart Learning CMS
- Sesame Street Portfolio and Sesame Street Parent Child Series Product B mobile app design
- Sesame Street Parent Child Series responsive website design
- Illustration, logo, package and promotional material design for various projects

### Freelance

Design, Art Direction, Photo Styling | 2013 - 2014

Clients include Nickelodeon, Howcast, Random House, Weil...

### Curious Pictures

Background Designer | 2012-2013

Background designer for fourth season of the animated series Team Umizoomi on Nick Jr.

### Martha Stewart Living Omnimedia

Senior Art Director | 2007-2012

Art Direction and design for [MarthaStewart.com](http://MarthaStewart.com), [MarthaStewartWeddings.com](http://MarthaStewartWeddings.com) and [WholeLiving.com](http://WholeLiving.com)

- Conceptualized and designed an immersive and responsive video experience on [MarthaStewart.com](http://MarthaStewart.com)
- Art Directed and managed freelance design for the first year of the Martha Stewart American Made Awards
- Designed custom Martha Stewart Weddings invites for a partnership with [WeddingJoJo.com](http://WeddingJoJo.com)
- Art Directed holiday how-to web videos for Martha Stewart at Kmart
- Designed page templates, microsities, ad banners, logos and blogs on all three Martha Stewart sites

### iVillage

Associate Art Director | 2005-2007

Art Direction, design and illustration for editorial packages, ad banners, microsities, logos and blogs on [iVillage.com](http://iVillage.com)

### Cartoon Pizza / Sesame Workshop

Background Stylist | 2004-2005

Background designer for the animated series Pinky Dinky Doo

## **Seventeen.com**

Senior Designer | 2002–2004

- Lead on site redesign for both Seventeen.com and Teenmag.com
- Design and illustration for flash games, newsletters, mini-sites and all Seventeen, Teen and gURL.com marketing materials

## **gURL.com**

Designer | 2001–2002

- Design and illustration for web newsletters, quizzes and editorial features
- Illustrations and ad design for the first gURL print mini-magazine, "Deal With It"

## **Viacom / MTV Animation**

Color Stylist | 1998–2001

- Design of color palettes for the animated series Daria, Spy Groove and Head Trip
- Illustration of key props and backgrounds for Head Trip
- Managed design bibles and researched reference materials on Spy Groove

## **Viacom**

Intern | 1998

Assisted Creative Services with print materials for events, including the VH-1 Fashion Awards and the Rugrats Movie Premiere

## **EDUCATION**

### **Parsons School of Design**

BFA, Illustration | 1999

### **Parsons Paris**

Year Abroad | 1997–1998

## **SKILLS**

Art Direction, Illustration, Design, UI/UX, Adobe Creative Suite, Flash/Animate, Social Media, MS Office Suite, HTML and CSS

## **FREELANCE CLIENTS**

Random House, Howcast, Nick Jr., Weil, The Family Center, CosmoGirl, Klasky Csupo, The Disney Channel, FlipFlop Trunkshow, Pampered Tot, Salomon Smith Barney, Beers Construction, Whole Nine Productions

## **EXHIBITIONS**

### **Too Art for TV 3**

Erebuni Gallery Brooklyn, NY | 2008

### **Too Art for TV, Too**

Stay Gold Gallery Brooklyn, NY | 2007

## **PERSONAL**

### **riceandweetzie.com**

Owner | 2006–2010

Knitted accessories and greeting cards featured on Treehugger.com, in Body + Soul magazine and in boutiques on both coasts