

Kimberley Pickett

Principal and Creative Director at KIMBO Design

Vancouver, BC, CA

Creative Principal of award-winning design firm, KIMBO Design Inc., based in Vancouver, B.C.

Biography

Kim Pickett is the creative principal of KIMBO Design Inc., an award-winning design firm. As a creative director, she's a conceptual and strategic thinker who is well known for producing effective, innovative campaigns executed with a clean and elegant signature style.

Kim's breakthrough creative direction and targeted marketing expertise guide the development of branding campaigns, visual identities, and interactive assets. She has worked with a wide range of clients, such as United Food and Commercial Workers 1518, Government Communications and Public Engagement, Coast Mental Health, Forest Innovation Investment, The Alzheimer Society of B.C., Vancouver Mayor Gregor Robertson, Spectra Energy and BC's Premier Christy Clark.

The design industry frequently recognizes Kim's talents and entrepreneurial accomplishments. Most recently, Enterprising Women Magazine selected Kim as one of 2017's Enterprising Women of the Year, one of only six Canadian recipients. In 2015, PROFIT and Chatelaine ranked Kim No. 86 in the 17th annual W100 list of Canada's Top Female Entrepreneurs. Her design work has been acknowledged by the international Green Dot Awards and Summit Awards, and in 2014, Kim was selected as a judge for the package design category at the JUNO Awards. She has been featured in Applied Arts Magazine, Business in Vancouver, Distinctive Women Magazine, and TELUS Talks Business, among others, and was profiled as a "Game Changer" by Arlene Dickinson's YouInc.com. Other award nominations include: RBC's Canadian Women Entrepreneur Awards, Business In Vancouver's Top Forty Under 40, and the YWCA Women of Distinction Award.

Kim is a Certified Graphic Designer, holding a CGD designation from The Society of Graphic Designers of Canada (GDC); she also graduated with honors from Canada's leading Design Program at York University and Sheridan College.

Industry Expertise

Social Media, Publishing, Printing, Media - Print, Media - Online, Media - Broadcast, Media Production, IT Services/Consulting, Graphic Design, Direct Marketing, Computer/Network Security, Design, Business Services, Advertising/Marketing, Corporate Leadership

Areas of Expertise

Branding, Branding & Design, Branding & Marketing, Marketing & Branding, Marketing & Advertising, Online Advertising, Online & Mobile Website Production, Workplace Communication, Design, Graphic Design, Logo Design, Cybersecurity, Entrepreneurship, Entrepreneur, Web Development, Web Design, Web Design and Trends, Communications and Marketing, Sustainable Design

Affiliations

Certified Graphic Designer, CGD - Society of Graphic Designers of Canada, WSET Level 1 Award in Wines - The Wine & Spirit Education Trust

Education

York University
Bachelor of Design Design

Accomplishments

2017 Enterprising Women of the Year Award

The Enterprising Women of the Year Awards is widely considered one of the most prestigious recognition programs for women business owners. To win, nominees must demonstrate that they have fast-growth businesses, mentor or actively support other women and girls involved in entrepreneurship, and stand out as leaders in their communities. Many of the honorees also serve as leaders of the key organizations that support the growth of women's entrepreneurship.

Gold Excellence in Economic Development Award

Move Up Prince George awarded Gold Excellence in Economic Development Award from the International Economic Development Council.

PROFIT/Chatelaine W100 List

Kim Pickett Ranks No. 86 on the PROFIT/Chatelaine W100 List.

The PROFIT/Chatelaine W100 ranking and awards program is Canada's largest celebration of entrepreneurial achievement by women. The PROFIT/Chatelaine W100 ranks female entrepreneurs by a composite score that considers the size, growth rate and profitability of the companies they own and manage.

www.profitguide.com/microsite/profitw100/2015

KIMBO Design wins Campaigns Category at 2016 Design Edge Redgee Awards

KIMBO Design won for our Move Up Prince George campaign, and received five nominations in four categories for the 2016 Design Edge Redgee Awards, the main awards show for Canada's professional creative and design communities.

KIMBO Design Named #5 Largest Graphic Design Firm in B.C.

We are proud to have made the Business In Vancouver list of Biggest Graphic Design Firms in B.C. KIMBO Design came in at #5 on this year's list.

KIMBO Design Announced as Graphex 2013 Finalist in 2 Categories

Branding and design firm KIMBO Design has been announced as a finalist for the Graphex 2013 awards, in both the Digital and Self-Promotion Categories.

The Graphex National Design Awards is a prestigious biennial competition that showcases the best of cultural, social and business communications in all mediums. Graphex has a mandate to promote the value of design to the Canadian business community.

KIMBO Design Recognized For Creative Excellence By Summit Creative International Competition

The Summit Creative Awards recognizes and celebrates the creative accomplishments of small and medium sized advertising agencies.

Kimbo Designs' winning entry, a holiday gift to their clients, helped to solve a common problem that is often experienced during the holidays—the inability to find a wine opener when needed. The gift illustrated the firm's creative and elegant approach to solving challenging problems for their clients.

Finalists in Regional Design Awards Competition

La Petit Souris packaging design won a 2012 Summit Award for the Chocolate Garden series. KIMBO Design was also a finalist in the 2012 Design Edge Reggie Awards for the Garden series.

KIMBO Design wanted to have the new series complement the essential ingredients of each handcrafted bar, and maintain recognition/continuity with the original theme we had created for Scarlet. Our challenge was to entice chocolate lovers to try each flavour in the Garden series.

Green Dot Awards

KIMBO Design was recognized among thousands of entrants for their green design work in the Service category of Sustainable Design. The Vancouver design company was a Third Place winner of the 2011 Green Dot Awards.

Woman of Worth Award - Business & Prosperity

Recognized for creating a respectful and productive workplace, and promoting employees' and/or colleagues' healthy lifestyle and career development. She excels in her commitment to successful and prosperous business management and utilizes her sustainable achievements as foundations for the future.

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