

PORTFOLIO

KitchenAid®

Client: KitchenAid

Role: Project Leader, Designer, Production

Skills: Problem Solving, Creative Thinking, Time Management, Brochure Design, Illustrator, Photoshop, InDesign



Project: In-store Promotions

With the BTI team, I have designed a series of annual promos for the KitchenAid brand that offered rebates and gifts with purchases of selected brand appliances. The campaign's success was achieved through leveraging the brand's North American kitchen staple, the legendary KitchenAid Stand Mixer.

I have been directly involved in every stage of the design process from advertising strategy through design development, production and the printing process. Featured here is the Summer Promotion package including a brochure, brochure stand and letters to the consumer.