

Kristin (Kiki) A. Titterud

Allied Member ASID, Member CMG and CAUS

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Summary

Innovative Color and Interior Designer with extensive background in trend forecasting, merchandising, product development, and creative direction. Expertise in color palette conception, editorial writing and project design for publication, and design trend marketing with proven ability to implement in marketplace while meeting deadlines and budgets. Exceptional leadership skills effectively managing and motivating staff, co-workers, and vendors resulting in valuable business relationships. Self-starter whose passion, organizational skills, and design ingenuity produce successful projects and products.

Experience

Time Inc., Southern Progress Corp., Birmingham, AL, 2006-2008

Southern Living Magazine, Homes Market Editor

3 million subscribers; 15 million average monthly readers

- Forecasted interior design/decorating and color trends. Incorporated trends into homes section of magazine keeping readers abreast what's popular. Increased interest in trend information by 64% according to a 2007 survey.
- Managed product introductions and attended interior markets. Formed relationships with over 3,500 PR firms and product company contacts. Built the first PR and market database for *SL* editorial.
- Wrote stories, scouted locations, participated in issue planning meetings. Produced decorating stories by brainstorming idea, designing project, and executing design.
- Dimensionalized stories with interior design information, tips, or projects. Expanded readers' knowledge in areas of interest. Implemented first references and products educating readers on "green" design.
- Art Directed photo shoots for assigned stories. Communicated vision to photographers. Successfully designed and organized photo shoots resulted in stories and photography becoming published.
- Created interior resource specifications handbook for Idea House program. Idea House publication provided source information to house visitors and marketing/advertising for product sponsors.

Custom Publishing, Project Editor

2.2 million subscribers; 5 million average monthly readers

- Designed interiors for Lowe's Creative Ideas, Ideas Creativas Espanola, and HBAA Magazines. Inspired shoppers to design projects using Lowe's products increasing store sales.
- Created packets with design plans, specifications, materials, and finishes for project approvals.
- Produced seasonal color and trend stories for Creative Ideas.
- Participated and brought ideas for projects and stories to yearly planning meetings. Well planned projects brought higher readership to magazine. Designed top kitchen selling out every magazine of the issue at Lowe's nationwide.
- Collaborated with homeowners, contractors, stylists, photographers, and writers to complete projects and meet deadlines.

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Sherwin-Williams Co., Cleveland, OH, 2002-2006 **Consumer Division, Interior Design Manager & Color Stylist** *6 billion dollar per year business*

- Researched and developed color and trend forecasts. Produced seasonal color and trend presentations.
- Designed color palettes, color cards, named new colors.
- Participated in product development of the Dutch Boy Twist & Pour Paint Container. Paint sales doubled in first six months after product launch.
- Developed new interior decorative wall finish techniques, i.e. Old World Plaster, Marble, etc. Raised sales of faux finish tools and other non paint Dutch Boy items.
- Directed set designs for photo shoots and TV commercials for techniques and products.
- Created and marketed Dutch Boy Design program for Menards, Sears, OSH, Wal-Mart, Kmart, and Do It Best.
- Expanded and managed retail program, including a design staff of four consultants across the Midwest.

Don Hand Contracting, Oak Grove, MN, 2000-2002 **Interior Designer**

- Remodeled residential homes using existing floor plans to create new plans using CAD.
- Met with clients, focused on the design process and client to create renewed living space. Created a bond with clients increasing return customers by 50%.
- Purchased materials and goods for the redesigned spaces within budgeting constraints. Saved clients 20% per project.

Computer Skills

InDesign, PhotoShop, Illustrator, Quark, AutoCAD, Word, Excel, Power Point, Expense Software, EOM Reports

Education

UNIVERSITY OF WISCONSIN STOUT, MENOMONIE, WI

Bachelor of Science: Merchandising and Management, Concentration in Interior Decorating

Minor in Art with a Specialization in Interior Design, A FIDER accredited program

Minor in Business Marketing Recipient-Malcolm Baldrige Award

ANOKA-RAMSEY COMMUNITY COLLEGE, COON RAPIDS, MN

General Education Requirements – PSEO High School/College Credit Excel Program

Awards/Leadership

Manchester's Who's Who of Executive and Professional Women Interior Designers

American Society of Interior Designers, ASID Allied Member

Nominated for Emerging Designer of the Year 2005 by ASID Minnesota Chapter

Color Marketing Group, CMG Member

CMG Southeastern Regional Committee 2006-2008, Consumer Color Directions Committee 2008

Color Association of the United States, CAUS Member