



CAPABILITIES STATEMENT

Company

KGI Design Group is certified as a DBE and NYS, NYC, PANYNJ, Nassau & Suffolk County WBE woman-owned creative solutions and visual communications agency. We specialize in developing strategically branded materials, graphic design, advertising, and marketing campaigns for large and small businesses. For 30 years, KGI has partnered with an eclectic cross-section of industries. Our team of design, marketing, and digital professionals work together to provide a complete suite of integrated solutions for various communication channels. We work with private companies, nonprofit organizations, and public agencies. We also work with major engineering firms to support their projects and community outreach. Our services include:

- Solutions from print to social, digital to video, branding, collateral, direct mail, presentations, logos, advertising, email marketing, infographics, website development, and more.
- High-end 3D modeling, rendering, and animation for the construction, transit, and architecture industries.
- Creating strategies that recognize where clients are now, where they want to be, and who they want to reach. We then bring that strategy to life using the right mix of online and offline tactics.
- Engaging with nonprofit organizations, providing both pro bono design services and financial sponsorship.

Company Principal

Kim Poulos Lieberz is the entrepreneurial spirit, founder, and CEO of KGI Design Group. In 1994, Kim brought her dream to life and formed KGI. Kim holds a BFA from SUNY FIT, where she graduated first in her class. She attended the Yale Brissago program, which allowed her to study under Armin Hoffman and Paul Rand. Before forming KGI, Kim worked at various New York City advertising agencies and client-side in the finance and entertainment industries. Kim's work has been published in several design books and publications and has received awards, including BDA International. Kim is a graduate of the Goldman Sachs 10KSB program.

KEY OFFERINGS

- Corporate Branding
- Marketing Collateral
- Advertising Design
- Catalogs/Books
- Direct Mail
- Websites/E-Commerce
- E-Design/Social Media
- 3D Modeling and Rendering
- Video and Animation
- Photo Retouching
- Landing Pages
- Packaging
- Promotions
- Strategy and Positioning

COMPANY DESIGNATIONS

DUNS# 03-255-6517
CORPORATE STRUCTURE S CORPORATION INCORPORATED 1994
DISADVANTAGED BUSINESS ENTERPRISE PORT AUTHORITY NY & NJ
WOMEN BUSINESS ENTERPRISE NYS, NYC, PANYNJ, NASSAU, SUFFOLK
NAICS CODES
 541340 COMPUTER-AIDED DESIGN DRAFTING (CADD) SERVICES
 541430 GRAPHIC DESIGN SERVICES
 541511 WEB PAGE DESIGN SERVICES
 541613 MARKETING CONSULTING SERVICES
 541810 ADVERTISING AGENCIES CONSULTING SERVICES
 541830 MEDIA BUYING SERVICES
NIGP CODES
 90600 ARCHITECTURAL SERVICES, PROFESSIONAL
 91501 ADVERTISING AGENCY SERVICES
 91548 GRAPHIC ARTS SERVICES (NOT PRINTING)
 91596 WEB PAGE DESIGN, MANAGEMENT, AND MAINTENANCE
 92018 COMPUTER AIDED DESIGN SERVICES
 96145 MARKETING SERVICES
 96546 GRAPHIC DESIGN SERVICES (FOR PRINTING)
 Contact us for a full list of our NAICS and NIGP codes



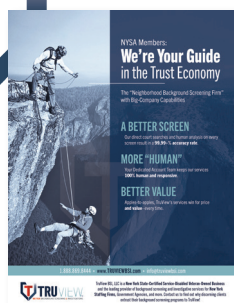
INDUSTRIES

- Entertainment
- Insurance
- Aerospace
- Sports Networks
- Construction
- Pharmaceutical
- Food & Beverage
- Transit
- Real Estate
- Environmental

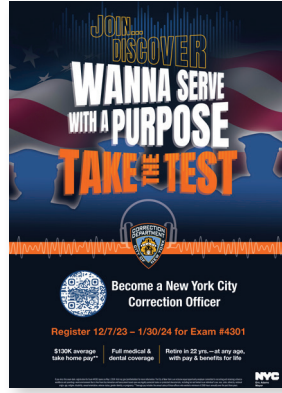
SOFTWARE

- 3DS MAX
- VRAY
- Sketchup
- Twinmotion
- Autocad
- WordPress
- Hootsuite
- PowerPoint
- Keynote
- Mailchimp
- ADOBE**
- Photoshop
- InDesign
- Illustrator
- Acrobat
- Premiere Pro
- XD
- After Effects
- Animate
- Lightroom

BUSINESS SERVICES



CONSTRUCTION & PUBLIC SECTOR



JOB SPECS

NYS Department of Transportation HDR | Van Wyck Expressway

- Produce 3D renders of four of the existing LIRR structures from which we then rendered different proposed views.

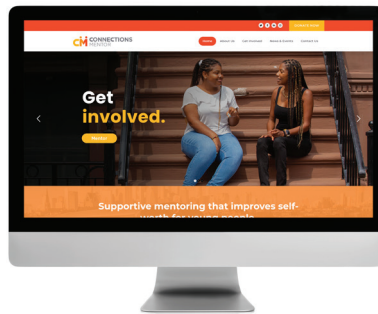
MTA Metro North Railroad HDR | Park Avenue Viaduct

- Produce 3D renders of construction sequences, plan views, and side views.
- Show variations of materials interior and exterior.
- Create multiple views for comparison and exploration.
- Render existing and proposed conditions.

NYC Department of Corrections CO Recruitment Campaign

- Develop campaign with a jingle to engage and encourage test registrations.
- Create key art to be used for print and digital assets for bus shelters, subway signage, and more.

NONPROFIT



AEROSPACE



ENTITIES WE HAVE WORKED WITH

