

kristen arnold

ART DIRECTOR / SENIOR GRAPHIC DESIGNER

www.kristenarnolddesign.com

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513 253 7579

education

BACHELOR OF FINE ARTS

Visual Communication Design
Minor in Advertising

Kent State University

skills

EXPERT LEVEL

Illustrator, InDesign, Photoshop,
Acrobat, PowerPoint, Office

INTERMEDIATE LEVEL

After Effects, Premiere,
QuarkXPress, WordPress,
Infusionsoft, MailChimp

work

GRAPHIC AND DIGITAL MEDIA DESIGNER

Innomark Communications | August 2017 – Present

- Provide complete creative services to clients, from concept creation to finished production files
- Design and produce marketing collateral in print and digital such as graphics for concept renders, displays, brochures, environmental graphics, PowerPoint presentations and email blasts as well as lending a hand to the marketing department while maintaining brand standards across all media
- Responsible for collateral for production run jobs, creating dielines, instruction sheets, presentations and any additional supporting items needed
- Provide design support for 3D design and development of POP displays
- Proof incoming client files to ensure art is ready for production
- Develop creativity and gain more knowledge of design trends and processes to strengthen skills as a designer
- Self-train on new features in programs to learn and implement new methods while exploring new software
- Maintain up-to-date skills in design, printing and interactive techniques that are relevant to various industries
- Use time-management skills to work efficiently and within the budget and timeline established
- Communicate well with others, whether with sales, a project manager or the client directly
- Ability to work seamlessly with all office locations and personnel levels
- Detail-oriented and the ability to effectively multitask in a deadline-driven atmosphere keeping brand standards consistent throughout a project
- Work on projects collectively and independently and foster an atmosphere of helpfulness and cooperation with colleagues and resolve any problems promptly to help keep a project on track

GRAPHIC AND WEB DESIGNER

Portico Merchandising | December 2005 – July 2017

- Responsible for design and execution of company website and literature
- Produce, brand and design POP displays, signage and trade show booths from concept through completion
- Create and implement marketing promotions such as catalogs, sales sheets, identity programs, postcards for clients and internal communications

GRAPHIC DESIGNER

MBR & Associates | November 2003 – July 2005

- Responsibilities included the design and development of corporate identity programs, creation of magazine images, promotional materials and catalogs