

Qualifications Profile

Diverse Graphic Designer with extensive experience in multimedia, marketing, and print design. Well-developed communication, collaborative and interpersonal skills. A team player with seasoned skills in client and vendor relations, maintaining positive partnerships, and excelling within multiple deadline-driven environments focused on maintaining budget requirements.

Skills







Brochures/Catalogues
 Flyers
 Advertisements
 Email Campaigns
 Packaging
 Image manipulation
 Product photography
 Branding Identity design
 Website design
 E-newsletters
 Social media design

Technical Proficiency






Platforms

Mac OS 
 Windows 

Software

InDesign 
 Photoshop 
 Illustrator 
 Dreamweaver 
 Adobe Animate 
 QuarkXpress 

Web Development

HTML / CSS 
 Wordpress 
 Bootstrap 
 WooCommerce 
 OpenCart 

Education

Summer 1995
 Glendale College | Phoenix, AZ
 Concentration: Graphic Studies
 Fall 1989 – Spring 1992
 Am. College for the Applied Arts | Atlanta, GA
 Concentration: Visual Communications
 Fall 1987 – Spring 1989
 Art Institute of Atlanta | Atlanta, GA
 Concentration: Commercial Arts

Professional Experience

Memorial MRI & Diagnostic Corporation | Houston, TX Creative Director/Freelance (Feb 2014 – Present)

- Developed brand identities and marketing materials for 13 start-up and 6 pre-existing ASC and diagnostic health facilities.
- Designed for and managed short and long term email marketing campaigns.
- Designed persuasive sales and marketing presentations and proposals used by executive staff.
- Responsible for the organization and management of the image library and creative files.
- Responsible for the successful development of logos, branding campaigns, marketing materials, and website designs for 13 new medical facilities worth over \$10,000,000
- Created proposal materials for million-dollar corporate contracts under extremely tight deadlines.
- Reduced advertising and print expenses by 30% over the past 4 years.
- Established trusting relationships with marketers, consultants, vendors, and independent physicians.

Kristen Poborsky Marketing Strategies | Kirkland, WA Lead Graphic Designer/Freelance (Jun 2015 – Oct 2018)

- Collaborated with marketing team and clients to discuss branding concepts, strategies and implementations.
- Created clientele marketing materials including logos, books, product packaging, websites, email marketing and social media graphics
- Conferred with clients to review final layouts, coordinate print services, and advise ongoing branding strategies.
- Consistently managed and completed multiple projects simultaneously, while adhering to each clients' diverse goals, budgets, and deadlines.
- Maintained client files and image library.
- Developed online "Preview and Approval" application that automated and streamlined design process.

Inkspot Marketing Incorporated | Houston, TX Multi-Media Designer/Freelance (Oct 2009 – Mar 2014)

- Responsible for maintaining clients' brand standards and presenting a unified message across print, email, web, and event design projects.
- Conceptualized and designed branded collateral, such as packaging, brochures, menus and in-store promotion materials.
- Designed landing pages, icons, graphic elements, and web/social media advertisements for branded online campaigns.

Art Agency Ink | Petersburg, ND Multi-Media Designer/Founder (Oct 2005 – Present)

- Secured over 275 clients totaling 1300+ projects in 14 years.
- Projects included but not limited to: logos, corporate identity packages and brand guides, sell sheets, brochures/catalogues, product package design, CD/DVD cover art, artist promo packages, animated (headers, slides and gifs), website designs & graphics, POP materials, print ads, email and social media ads, print & e-book covers, t-shirt designs, technical illustrations, restaurant (menus, window stickers and decals), murals, banners, carbon & online forms.