

KRISTINA HANSON

GRAPHIC DESIGNER



Hi!
I'm Kristina...

WORK EXPERIENCE

KRISTINA HANSON DESIGNS MAY 2005 - PRESENT

Owner

- Deliver creative and impactful designs for a diverse range of clients.
- Produce visually stunning graphics for both print and digital media through logos, branding materials, marketing collateral, social media assets and web graphics.
- Skilled at understanding client requirements and translating them into compelling visual solutions while providing design recommendations, and incorporating feedback into final deliverables.
- Create brand guidelines and assets that effectively communicate clients' unique values and messages.
- Effective communicator with a proven track record of building strong relationships with clients.

PINELLAS ACADEMY OF MATH & SCIENCE

AUGUST 2019 - PRESENT

Elementary Visual Arts Educator

- Acted as Team Lead where I leveraged strong interpersonal and organizational skills to streamline processes, enhance collaboration and ensure the successful execution of team objectives.
- Provided feedback and guidance to team members, promoting their professional growth and development.
- Extensive experience teaching art concepts and techniques to 600 K-5 students weekly, guiding them through various mediums, such as drawing, painting, sculpture, ceramics and digital art.
- Skilled in designing comprehensive art curricula that align with state educational standards and cater to students' diverse learning needs and abilities while providing individualized guidance and support to students, fostering their artistic growth and self-confidence.
- Created thematic lesson plans that integrate art history, contemporary art practices and cultural influences.
- Proven ability to create a positive and structured learning environment that promotes mutual respect and enforces classroom rules and safety procedures.
- Proficient in evaluating student artwork and providing constructive, thoughtful feedback to support their artistic development.

LOCAL AD FACE

JULY 2010-AUGUST 2019

Art Director

- Designed effective, targeted, compelling digital ads, business cards and various promotional marketing materials for Southeastern advertisers in over 500 locations, reaching a substantial monthly audience of 2,500,000 consumers, increasing brand recognition and customer engagement.
- Created and implemented company-wide workflow documents, establishing standardized processes and guidelines for graphic design projects that streamlined the design workflow, resulting in improved efficiency, consistency, and quality of deliverables across the organization.

A creative and detail-oriented graphic designer with 19 years of experience in translating client and company visions into compelling, aesthetic visual designs. Proficient in both print and digital media, with a strong focus on brand development and visual storytelling. Skilled in using industry-standard design software to deliver high-quality graphics and multimedia presentations. In-depth knowledge and execution of end-to-end design process from conception to completion and a demonstrated ability to collaborate effectively with cross-functional teams and clients to meet project objectives in deadline driven environments.

LINKED PORTFOLIO

@ [kristinahansondesigns.com](https://www.kristinahansondesigns.com)

CONTACT

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EDUCATION

🎓 UNIVERSITY OF TAMPA
BFA in Graphic Design

- Demonstrated strong project management skills by effectively organizing and prioritizing multiple design projects simultaneously. This involved setting realistic timelines, delegating design tasks, managing resources and ensuring on-time delivery of high-quality designs under tight deadlines.
- Engaged in daily correspondence and project organization with a sales team of 17 and a design team of 3. Acted as a key point of contact for both teams, facilitating effective communication, managing project timelines and ensuring seamless collaboration. This involved gathering project requirements, providing design recommendations and incorporating feedback from both sales and design teams to deliver high-quality ads that met client expectations.
- Skilled in adapting the brand identities of business such as Beef O' Brady's, Lucky Dill Deli, Kemp, Ruge & Green Law Group, ReMax, Catch 23 and Hurricane Grill & Wings to create cohesive and visually consistent digital ads by using brand guidelines, color palettes, typography and imagery to ensure brand recognition and maintain a consistent brand image across all advertisements.
- Collaborated closely with the sales team to understand client needs, marketing objectives and target demographics. Through effective communication and active listening, I translated these requirements into visually compelling designs that resonated with the intended audience, resulting in increased client satisfaction and business growth.

BEAUTY ALLIANCE INC./L'OREAL USA
MAY 2005 - JULY 2008

Graphic Designer

- Led the brand design initiatives for renowned brands including Matrix, OPI, Pravana, Betty Dain, SBS, Kenra, Joewell, Japonesque and McCoy, developing visually compelling designs that captured the essence of each brand, ensuring consistency and alignment with their guidelines.
- Collaborated as part of a team of 9 designers to create trade show identities. Contributed to the development of visually cohesive and impactful booth designs, marketing materials and signage that effectively represented the brands and attracted attention at trade shows. This collaborative effort resulted in creating memorable brand experiences.
- Conceptualized, developed and designed highly visible printed pieces for use in affiliated stores and salons. These included brochures, flyers, posters, signage and promotional materials. The visually appealing designs helped enhance the brand presence and convey key information to customers in an engaging and visually compelling manner.
- Designed eye-catching advertisements for the above brands to be featured in our monthly and bi-monthly print publications. Leveraged strong design skills and creative concepts to create attention-grabbing layouts that effectively communicated key messages and drove brand awareness.
- Demonstrated keen attention to detail and ensured high-quality deliverables by meticulously reviewing designs for accuracy, consistency, and adherence to brand guidelines, resulting in the production of professional and polished materials that met or exceeded client expectations.
- Prepared print-ready files, including adjusting file dimensions, setting appropriate bleeds and margins, and converting file formats as required.
- Skilled in optimizing file sizes for efficient printing, ensuring compatibility with different printing methods and materials.
- Implemented rigorous quality control measures to ensure accurate and error-free print production. Carefully reviewing proofs, conducting press checks, and making necessary adjustments to maintain color accuracy and consistency, catching any potential issues before final production.

KEY STRENGTHS

- Adaptable
- Collaborator
- Conceptual Thinker
- Creative Thinker
- Detail Oriented
- Flexible
- Leader
- Multi Tasker
- Organized
- Problem Solver
- Self Starter
- Team Management

CREATIVE PROFICIENCIES

- Ad Design
- Advertising
- Art Direction
- Business Branding
- Catalog Production
- Color Theory
- Desktop Publishing
- Logo Design
- Magazine Production
- Photography
- Presentation Design
- Print & Digital Layout
- Print Production
- Proofreading and Editing
- Trade Show Identities
- Typography
- Visual Storytelling
- Website Design

TECHNICAL PROFICIENCIES

- Adobe Creative Suite
- CSS/HTML
- Mac OSX Platform
- Microsoft Office Suite
- PC Platform