



## LINKED PORTFOLIO

[kristinahansondesigns.com](http://kristinahansondesigns.com)

## CAREER HIGHLIGHTS

*Scaled a startup's visual operations from a single-designer team to a 17-person creative department.*

*Directed campaigns with a monthly reach exceeding 2.5 million viewers across digital and print channels.*

*Increased brand consistency and creative output efficiency by 30–40% through design-system optimization.*

*Maintained 95% client retention, generating sustained repeat and referral business for over a decade.*

## STRENGTHS

*Creative Leadership  
Design System Development  
Strategic Thinking  
Team Mentorship  
Workflow Optimization  
Client Partnerships  
Cross-Functional Collaboration  
Brand Consistency Management*

## CORE SKILLS & TOOLS

*Brand Identity • Campaign Design  
Layout & Composition • Color Theory  
Creative Direction • Typography  
Visual Storytelling • Digital Design  
UX/UI Collaboration  
Marketing Collateral  
Presentation Design  
Adobe Creative Suite • Canva  
Microsoft 365 • HTML/CSS*

## EDUCATION

*UNIVERSITY OF TAMPA  
BFA in Graphic Design  
Cum Laude | 2004*

# KRISTINA HANSON Visual Design Expert

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Senior Graphic Designer with 15+ years of experience creating bold, high-impact visuals that drive measurable business results. Expert in brand identity, digital design, and UX/UI collaboration. Proven record leading creative teams, scaling design systems, and delivering campaigns to audiences exceeding 2.5M monthly. Known for merging artistry and strategy to elevate brands and generate consistent ROI.

## PROFESSIONAL EXPERIENCE

### Owner/Art Director

*Kristina Hanson Designs | Remote | May 2005 - Present*

- Directed brand, web, and marketing design for diverse clients, boosting brand visibility and client growth by up to 40%.
- Achieved a 95% client retention rate through strategic, results-driven design and exceptional client communication.
- Built scalable design systems and visual standards that reduced production revisions by 30%.
- Managed full creative lifecycle — concept, design, and delivery — ensuring 100% on-time, on-budget completion.
- Partnered with small businesses and organizations to transform their visual presence and long-term market recognition.

### Visual Arts Educator/Specials Team Lead

*Pinellas Academy of Math & Science | Clearwater, FL | August 2019 - Present*

- Apply design thinking principles to education, teaching creative problem-solving and visual literacy to 600+ students weekly.
- Lead a team of educators to enhance collaboration, project quality, and engagement through design-driven instruction.

### Creative Director

*Local Ad Face | Remote | July 2009 - August 2019*

- Co-developed creative strategy with company founders, scaling the startup into a regional ad leader reaching 2.5M+ consumers monthly.
- Directed cross-channel ad campaigns and optimized design operations to increase advertiser engagement and ROI.
- Led a 17-member multidisciplinary team, mentoring designers and coordinating with production and sales.
- Established design standards and automated templates that cut turnaround time by 30% while maintaining brand cohesion.
- Oversaw digital and print deliverables for 200+ advertisers, ensuring consistent creative excellence.

### Creative Team Graphic Designer

*Beauty Alliance/L'Oreal USA | Largo, FL | May 2005 - July 2008*

- Designed catalogs, trade show graphics, and retail displays for major beauty brands (Matrix, OPI, Pravana).
- Elevated product visibility and helped drive double-digit sales growth through impactful visual merchandising.
- Managed pre-press production and color quality to ensure flawless execution across all print assets.