



CONTACT

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LINKED PORTFOLIO

kristinahansondesigns.com

STRENGTHS

Adaptable
Collaborative
Creative Thinker
Deadline Driven
Detail Oriented
Empathetic
Leader
Multi Tasker
Organized
Problem Solver
Self-Starter

TECHNICAL & CREATIVE COMPETENCIES

Adobe Creative Suite
Microsoft Office Suite
Brand Development & Management
Catalog & Ad Design
Color Theory
CSS/HTML
Presentation Design
Print & Digital Layout
Typography & Visual Storytelling
Web Graphics

EDUCATION

UNIVERSITY OF TAMPA
BFA in Graphic Design
Cum Laude | 2004

KRISTINA HANSON

Visual Design Expert

Creative problem solver with 15+ years of experience designing bold, brand-driven visuals across print and digital platforms. Equally confident leading large-scale campaigns or crafting sharp, engaging layouts on tight deadlines. Known for blending visual storytelling with strategy and bringing deep insight from both agency work and real-world education settings. Passionate about design that connects, communicates and gets results.

WORK EXPERIENCE

Owner/Art Director

Kristina Hanson Designs | Remote | May 2005 - Present

- Create impactful print and digital media including logos, web graphics, branding assets, marketing materials and event signage.
- Deliver customized solutions to client needs, balancing brand alignment and visual clarity.
- Manage projects from concept to completion, providing creative direction and production oversight.
- Build long-term relationships through collaboration, responsiveness and consistent design quality.

Creative Director

Local Ad Face | Remote | July 2019 - August 2019

- Designed digital ads, business cards, and promotional collateral for Southeastern advertisers, reaching over 2.5 million customers.
- Developed standardized design processes and managed team timelines for faster, more consistent output.
- Led creative for multi-piece campaigns, collaborating with 17-member sales and production team.

Creative Team Graphic Designer

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

- Designed brand identity materials and visual campaigns for Matrix, OPI, Pravana and others.
- Produced catalogs, signage and print/digital marketing assets for salons, trade shows and retail promotions.
- Maintained quality standards through press-ready file prep and color consistency checks.

Visual Arts Educator/Specials Team Lead

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

- Created and led instruction for 600+ students weekly, blending art curriculum with visual design principles to meet learning goals.
- Designed instructional visuals and digital learning tools to support diverse learners.
- Implemented a positive and structured learning environment by providing scaffolded lessons, individualized support and constructive feedback to nurture artistic development.
- Led team collaboration, training and development as Specials Team Lead.