



CONTACT

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LINKED PORTFOLIO

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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 transforming brand strategy into bold, high-impact visuals across print and digital platforms. Proven success leading campaigns that engage millions, improving design processes that increase efficiency, and building lasting client relationships. Expert at blending visual storytelling and brand strategy to create designs that strengthen identity and deliver measurable business and learning outcomes.

WORK EXPERIENCE

Owner/Art Director

Kristina Hanson Designs | Remote | May 2005 - Present

- Delivered branding, web, and marketing design projects that helped clients increase visibility and drive business growth.
- Achieved 95% client retention by providing creative solutions that balanced brand alignment and market impact.
- Oversaw all phases of design projects, from concept to production, ensuring on-time delivery within budget.
- Built long-term relationships that resulted in repeat business and word-of-mouth referrals.

Creative Director

Local Ad Face | Remote | July 2009 - August 2019

- Joined as the only designer alongside the two founders and played a key role in scaling the company over 10 years.
- Created ad campaigns that drove high client return rates, fueling the company's exponential growth.
- Directed creative for ad campaigns reaching 2.5M+ Southeastern customers monthly.
- Improved design turnaround time through standardized processes and efficient team workflows.
- Partnered with a 17-member sales/production team to deliver cohesive, multi-piece campaigns that boosted advertiser engagement.

Creative Team Graphic Designer

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

- Designed catalogs, trade show visuals, and retail campaigns for leading brands including Matrix, OPI, and Pravana.
- Helped increase salon product sales by creating eye-catching retail displays and promotional materials.
- Ensured flawless production quality with meticulous press-ready file prep and color accuracy.

Visual Arts Educator/Specials Team Lead

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

- Teach 600+ students weekly, applying design principles to foster creativity, problem-solving, and visual literacy.
- Designed custom learning tools and instructional visuals that improved student engagement and comprehension.
- Led team of educators, improving collaboration and training that raised teaching effectiveness across specials.
- Recognized for creating structured, positive classroom environments that boosted student participation.