

Kristen Sampson

VISUAL DESIGNER

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SUMMARY

Versatile visual designer with 10 years of experience creating design solutions across platforms including digital, print, and web design as well as experience in social media management, and marketing collateral for events. Highly personable, with the ability to communicate effectively with clients, software developers, and vendors to complete projects and meet deadlines.

SKILLS / SOFTWARE

Adobe Creative Suite
[Photoshop, Illustrator, InDesign, After Effects]
MS Office, Google Slides
Figma
Web Design
Presentations
Email Marketing
Social Media Marketing & Design
Branding
Illustration
Typography
Layout
Prepress / Print Production
Packaging
Project Management
HTML 5 / CSS
Motion Design
User Interface Design (UI)
User Experience (UX) Design

EDUCATION

AA GRAPHIC DESIGN

Pierce College 2014
Lakewood, WA

EXPERIENCE

GRAPHIC DESIGNER

Burkhart Dental Supply | Tacoma, WA [2022 - Present]

- Lead efforts to improve website usability through navigation redesign, collaborating with software developers to add a search function, auditing competitors, and presenting design solutions in Figma
- Concept and execute brand content through web design, landing pages, digital advertising, email marketing, social media, and printed marketing materials such as packaging and catalogs while maintaining branding guidelines
- Develop, design, and present visual brand concepts for conventions, and events through logo design, developing brand style guides, and mood boards
- Collaborate with cross-functional teams, facilitate meetings, and present visual solutions for events

MARKETING & COMMUNICATIONS MANAGER

Tacoma Yacht Club | Tacoma, WA [2019 - 2022]

- Collaborate with event committees to bring large-scale events to life through branding, logo design, T-shirts, digital signage, social media, email design, print, presentation design, and video
- Lead the design, production, and execution of the annual 200 page plus yearbook while saving \$7,000 in print production costs
- Increased social media presence by 23% through curating more engaging content for yacht club members, as well as redesigning social media strategy to encourage more active participation
- Collaborate with developers to lead the design and launch of the Club's first mobile app, greatly improving mobile convenience and event registration for users

PRODUCTION COORDINATOR / GRAPHIC DESIGNER

Design Imports India | Tukwila, WA [2017- 2019]

- Collaborated with overseas business partners to manage product and packaging production, ensure shipping timelines and quality control was met for up to \$100,000 of products while overcoming language and cultural barriers
- Product design, packaging and illustration for B2B clients

FLORIST / GRAPHIC DESIGNER

Whole Foods Market | University Place, WA [2015 - 2016]

- Graphic design for retail including; print collateral, store signage, hand illustrated chalk signage to support seasonal promotions and sales

GRAPHIC DESIGNER

Farm Dog Naturals | Olympia, WA [2015 - 2016]

- Redesigned company logo and product packaging for better printing resolution and brand consistency