



GRAPHIC DESIGNER



KRISTINE ROSE

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Hello! I am a strategy driven graphic designer passionate about creating brand stories and conceptualizing memorable visuals that capture the target audience. Empathetic communicator that maintains client relationships and can provide valuable critique to improve results. Quick to grasp the bigger picture, especially in a fast-paced environment.

EXPERIENCE

COSMO BEAUTI LAB April 2020 - Current

In-House Cosmetic Branding Designer

- Branding cosmetic labels, designing print ads and booklets, photographing and color-editing products as well as researching cosmetic competitors according to niche.

INTERSECT LA June 2019 - April

Brand Strategist / Account manager

- Increased program participation by 53% as measured in comparison to prior cohort capacity after rebrand was launched.
- 35% increase in customer engagement measured via Instagram analytics. Led a team of 8 from concept development to production and designed print ads, social media content, web ads, illustrated brand mascot for the nation's largest filtration company.
- Elevated brand's value by 20% as measured in Mailchimp analytics after email redesign and newsletter campaign, designed website wireframes and delegated 4 team members to complete website production in 5 months.

Freelance Visual Designer January 2018 - Current

- Grew brand loyalty and recognition by 60% as measured in client bookings by conducting a competitive analysis, designing and presenting 4 brand identity concepts.
- Expanded Facebook and Instagram following and interaction by 42% as measured via platform analytics with a brand system designed to be on business cards & social media.

LEADERSHIP EXPERIENCE

ALPHA XI DELTA September 2019 - August 2020

External Communication Director

- Participation increased by 33% measured by fundraiser amount increase. Contacted businesses in my community that could host fundraisers to raise money for Autism Speaks and design social media posts to bring awareness to the event and kids on the spectrum.

SKILLS

Brand Strategy	Wireframing
Illustrator / XD / Photoshop	Rapid Prototyping
Procreate	Sketching / Illustration
Print Production	Project Management
Competitive Analysis	Researcher
Personas	Time Management

EDUCATION

BACHELOR OF ARTS in ART 2017 - 2021

California State University, Northridge

REFERENCES

Please request for references.