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EDUCATION

The Art Institute of Phoenix,
Phoenix, AZ

Bachelor of Arts:

Graphic Design

Graduated 12/11

Michigan Tech University,
Houghton, MI

Bachelor of Arts:

Liberal Arts,

Concentration in
Creative Writing

Graduated 12/05

SKILLS

- Adobe Design Suite
- MS office suite
- Copywriting
- Collateral Design
- Brand Standards
- Package Design Development & Mockups
- Graphic Assets for Presentations & Trade Shows
- Visual & Written Communication
- Understanding of HTML and CSS limitations
- Print Production File Management

WORK EXPERIENCE

Kristie Erkkila Design, Boston, MA; 2/17 – Present

Freelance Graphic Designer

- Work with museums, theaters, start-up companies and other varieties of businesses to create collateral items like flyers, brochures, direct mail pieces, and more
- Create logos from concept to completion
- Design pieces for the web such as banners, e-mail blasts, websites
- Write creative copy such as taglines, headlines, and content

Ware Manufacturing Inc., Phoenix, AZ; 5/13 – 2/17

Graphic Designer

- Spearheaded the redesign of our branding modernization while still preserving the feel of Ware Manufacturing
- Worked on 10 award winning concepts for the New Product Showcase at the annual Global Pet Expo
- Collaborated with the creative team to create retail packaging designs and concepts
- Worked hands-on developing packaging mock-ups for trade shows and corporate presentations
- Coordinated with sales team to create graphic materials for trade shows, such as brochures, flyers, banners, and presentation assets
- Collaborated with national pet companies such as PetSmart, Petco, Tractor Supply and others to create packaging and collateral for use in their stores

Fiesta Bowl, Scottsdale, AZ; 8/12 – 1/13

Seasonal Graphic Designer

- Created visual displays and exhibit pieces such as trade show banners, large outdoor signage, and window graphics
- Collaborated with clients to maintained brand standards for Fiesta Bowl and Buffalo Wild Wings in various collateral items such as web banners, tickets, brochures, parking passes, and program guides

Terralever, Tempe, AZ; 3/12 – 8/12

Creative Design/UI Intern

- Developed web based graphics for websites, online advertising banners, and social media
- Conceptualized and designed graphic materials as part of a creative team

PetSmart, Phoenix, AZ; 6/11 – 8/11

Creative Services Intern

- Designed all in-store signage for the 2011 Holiday Season that was used throughout all of PetSmart's 1,433 stores in the US, Canada, & Puerto Rico
- Produced graphic materials based on direction and strict brand guidelines
- Participated in meetings and presentations to develop visual guidelines from concept to completion

The Art Institute of Phoenix, Phoenix, AZ; 10/10 – 6/11

Graphic Designer

- Designed school collateral such as posters, e-mail blasts, brochures, program guides, newsletters, and forms to inform students and staff
- Created promotional designs for scholarships, on-campus events and marketing collateral targeted towards prospective students