

Kristen Vetterl
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Summary

- Talented graphic designer with 5 years experience in print and design, highly motivated, creative and versatile.
- Especially skilled in creating and directing corporate and new business design.
- Adept at innovating point of sale materials, web elements and multimedia applications.
- Skilled in photo editing and retouching images for catalog and print.
- Accomplished at incorporating the desires of the client or corporation with a superior design solution.
- Earned numerous company awards for being results oriented and technical expertise.
- Art directed, photographed and designed several National and Regional Advertisements.
- Designed 4 Page inserts for Corporate Brands that ran in National Publications.
- Two years+ experience handling Sponsorships and Commitments building strong relationships and earning trust with representation.
- Leader in merchandising product and displays for retail store.
- Created Eblast promotions that successfully increased sales.
- Designed several promotional flyers and brochures for corporate and client events to attract consumers.
- Equestrian oil painter.

Software Skills

Adobe Photoshop CS4, Illustrator, InDesign CS4, Microsoft Office (Word, Excel, PowerPoint), MailList Controller, Windows, Mac OS

Professional History

SmartPak, Plymouth, MA

2009 - 2010

Graphic Design Contractor

- Created design layouts and catalog copy for upcoming consumer Spring Catalog.
- Developed marketing strategies based on consumer behavior and needs to better establish company brand and drive sales.
- Suggested alternative presentations of ideas and visual concepts to the optimum satisfaction of customers.

Weatherbeeta USA, Inc., NJ

2007 – 2009

Graphic Designer/Marketing Assistant to Director

- Responsible for total design needs of the USA company and accounts including management of technical and creative resources to deliver complete corporate-quality branding and design materials. Services include layout design for catalog, advertising design for web and print, logo design, and email blast design and management.
- Adept with skills for retouching stock photography and revising current company designs to meet global markets.
- Accountable for achieving statistically successful and competitive advertising and promotional campaigns for internal and external accounts.
- Responsibilities include design and art directing as well as budgeting time, money, and resources for the Marketing departments engagements.
- Consistently meet tight deadlines and bring projects in on or before designated timelines.

The University of Rhode Island

2006

Art Galleries Assistant

- Assistant Curator and preparatory for professional artist shows.
- Handling of artwork, unpacking and shipping valuable works.
- Co-designer and photographer of announcement posters for gallery events.
- Excelled in Gallery design and management, including lighting and hanging for Professional exhibitions.

The University of Rhode Island

2004 - 2007

Intramural Staff/Supervisor

- Consistently upheld Intramural goals and rules for participation in Intramural Sports.
- Excelled in the leadership role of Supervisor of participants and staff.
- Designed promotional materials for Intramural Sports Department that were distributed around campus.
- Sports Official.

Education

The University of Rhode Island
Bachelor of Fine Arts 2007 GPA 3.4
Concentration in Graphic Design and Advertising