

Kristin Hawley

PROFESSIONAL WORK EXPERIENCE

KRISTIN HAWLEY ART DIRECTION & DESIGN

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EDUCATION

Central Connecticut State University
Bachelors of Graphic Design
Cum Laude

SOFTWARE

Adobe Creative Suite
Wordpress
Microsoft Office
After Effects
Keynote
Bootstrap
Maya

SKILL SET

Art Direction, Graphic Design,
Concept Development, Copy Writing,
Logo Design, Pre Press, Photography,
Social Media Marketing, Website Design,
HTML, CSS, SEO

ART DIRECTOR | THE MARS AGENCY

FEB 2016 - PRESENT

Collaborate with team members to develop shopper marketing platform strategies. Brainstorm, design and execute in-store and digital advertisements for Target and Walmart

Clients: Colgate Palmolive, Toms of Maine, Nestlè Waters

ASSOCIATE ART DIRECTOR | MATCH MARKETING GROUP

DEC 2014 - FEB 2016

Collaborated with Account Executives and Art Directors to conceptualize and develop promotional campaigns across print and digital channels. Worked quickly and efficiently under a high-pressure, deadline driven environment

Clients: Novartis Pharmaceuticals, Campbell's Soup Company, Absolut Vodka, Tata Global Beverages, Brancott Estate

GRAPHIC ARTIST | TRACYLOCKE

JAN 2014 - DEC 2014

Flawlessly executed a variety of print deliverables while adhering to specific brand guidelines. Responsibilities included traditional pre-press, releasing files to printers, and practicing industry print standards

Clients: Pepsi, Mountain Dew, Gatorade, Reebok, Starbucks, Harman

DIGITAL DESIGNER | TECHCARE LLC

SEPT 2013 - MAY 2014

Utilized Wordpress, HTML, CSS and Constant Contact to achieve unique, functional, and modern website designs. Translated wire frames into website design

INTERN | RYAN MARKETING

JULY 2013 - DEC 2013

Designed logos, promotional facebook posts, mailers, email blasts, and print advertisements for local Connecticut companies. Worked closely with Creative Director and Account Executives during entire process

