

# Kristen Diaz

## PRODUCTION & GRAPHIC DESIGNER

### CONTACT

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in/kristenywatkins

Los Angeles, CA

www.kristenywatkins.com

### EDUCATION

OTIS COLLEGE OF ART AND DESIGN

*Bachelor of Fine Arts, Digital Media*

2008 - 2012

### SKILLS

- ADOBE PHOTOSHOP
- ADOBE ILLUSTRATOR
- DESIGN TEAM LEADERSHIP
- ADOBE AFTER EFFECTS
- MICROSOFT POWERPOINT
- MICROSOFT WORD
- WEB DESIGN
- TYPOGRAPHY
- NGC's Andromeda PLM and SCM
- QUALITY ASSURANCE
- ADOBE AFTER EFFECTS
- ADOBE INDESIGN
- MICROSOFT EXCEL

### PROFILE

*As a designer, I have taken on multiple leadership roles, overseeing teams in production design, graphic design, and visual arts. I pay close attention to details, and I bring a high level of passion to my work. Working with brands to define their visual identities is always a thrill for me. I try to make a lasting, significant impact everywhere that I go - and I believe in the power of art to do that.*

### PROFESSIONAL EXPERIENCE

#### FREELANCE GRAPHIC DESIGNER

*Los Angeles, CA / March 2020 - present*

- Logo design, brand design, art design, web design.
- Pursuing leads and signing new clients.

#### PRODUCTION ART DESIGNER

*Fall Rush by Follett / Los Angeles, CA / April 2018 - March 2020*

**Follett is a Fortune 200 private corporation, operating over 1,200 college and university bookstores in the US and Canada and is one of the largest retailers of college licensed apparel in the industry.**

- Supported operations at more than 1,200 college and university bookstores in North America.
- Leadership role in one of the world's largest retailers of college-licensed apparel.
- Handled licensed artwork for multiple colleges.
- Created SOP and guidelines for production art team.
- Assured the quality and accuracy of outsourced artwork.
- Managed and collaborated with planners for graphic approvals and revisions.
- Prepared and delivered final artwork for garment factory.
- Resolved design issues creatively.
- Organized production art files in NGC's Andromeda PLS and SPS diligently.

#### FREELANCE GRAPHIC DESIGNER

*Amp Up My Biz / Los Angeles, CA / April 2017 - May 2018*

- Created visual art for social media and video content.
- Planned and implemented advertising strategies as part of a team of creatives.
- Created advertising graphics and social media banners for small businesses.
- Devised templates for other designers to use and introduced styles for multiple clients' main graphics.

#### FREELANCE GRAPHIC DESIGNER

*My Peak Challenge / Los Angeles, CA / December 2016 - May 2017*

- Logo design and graphic design for promotional, educational materials, and merchandise.
- Generated and recorded customer data and feedback.

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## PROFESSIONAL EXPERIENCE (CONTINUED)

### DIGITAL GRAPHIC DESIGNER

*Home Brew Agency / Burbank, CA / December 2016 - May 2017*

- Art design for social media content and advertising material for film and television properties.
- Served such clients as ABC, DreamWorks, Paramount, Universal Studios, and WGN America.
- Collaborated with the social media team for projects and generated feedback from entertainment industry clients on-site.

### GRAPHIC DESIGNER

*The Next Idea / Woodland Hills, CA / May 2012 - November 2015*

- Create brand identity from concept brief
- Design & sketch logo ideas
- Digitalize logo design
- Design website layouts & functionality
- Design website interface - how user interprets content using size, color, photography, graphics, navigation & text
- Present all brand identity designs - logos, packaging, menu, website, interior signage and uniforms
- Sketch & design restaurant uniforms
- Create mockups of uniforms with photo manipulation for client presentation
- Create menu board designs - wall mounted & LED screen displays
- Create & design menu covers, sit down and take out menus
- Design all marketing materials - email blasts, flyers, coupons, loyalty cards, magazine advertising, bus stop poster & POP displays for restaurants and salons
- Design packaging for restaurant take out boxes, bags, cups, stickers, tray liners, and including mockups
- Track timelines of all international & national concept designs
- Originate & develop names for client concepts - restaurants, salons, clothing stores, and coffee shops