



KRISTAELLIS

DESIGNER

EXPERIENCE

2015-PRESENT

UNIVERSITY OF HOUSTON

GRADUATE COLLEGE OF SOCIAL WORK [GCSW]

Manages and coordinates graphic design projects from concept through completion including project and vendor management. Works closely with Communications Director to conceive, create and design material for marketing campaigns and events within the GCSW. Manages brand identity for the GCSW and provides guidance to ensure adherence to branding guidelines of the University of Houston. Consistently meets deadlines and requirements. Provides project management for marketing projects on yearly basis such as:

- **National Conferences** | Design/implementation, including print materials, packaging design and digital presentations using Keynote, interactive PDF and PowerPoint
- **Annual Reports** | Creative conception and completion of annual end of year publication including pre-press and quality control
- **Print Collateral** | Design and management of brochures, one-pagers and look books for College programs and offices including the Research Centers, PhD Program, Continuing Education, Admissions, Development, and Nonprofit Leadership Alliance.
- **Donor Relations** | Provides typesetting for letterheads, business cards, invitations, brochures, flyers, and advertisements for GCSW Annual Scholarship Luncheon
- **Signature Events** | Creating print and electronic media for marketing and promotion including Dean's Summer Reading Series, Speaking of Social Justice Reading Series, Social Justice Solutions Series, GCSW Open House, Amplify Your Voice and GCSW Alumni Tailgate
- **Advertising** | Lead designer for annual marketing campaign
- **Project Intake** | Manage requests from GCSW departments for requests including display banners, trade-show presentations, postcards, posters, stickers, programs, flyers, yard signs and photography
- **Website** | Provides consultations for new projects and web maintenance
- **Trains student workers** | Assists training and providing support for new Comms office staff
- **e-NEWS** | Directs email marketing and monthly newsletter assembly via the iModules email distribution system

Creative, innovative Senior Graphic Designer with over 30 years of experience in the industry. Highly motivated with the desire to achieve quality results. Strong communication and project management skills

EDUCATION

1993

Nova Scotia College of Art and Design, Halifax, Nova Scotia, Canada Bachelor of Design in Communication Design

1988

Dalhousie University, Halifax, Nova Scotia, Canada BA in Psychology

SCHOLARSHIPS

1999

Endowment Fund Scholarship
High achievement and Contribution to the Nova Scotia College of Art and Design

2014 - 2015

WEST STREET MEDIA, HOUSTON, TEXAS

Provided over 20 years experience creating design solutions for clients worldwide. Developed web interfaces and print material including visual concepts, design, and HTML/CSS templates and marketing materials. Efficient at project management, design and creative direction.

2012-2014

TEND LLC , HOUSTON, TEXAS

Provided graphic design services, including logo treatment, web design and print materials. Provided integrated marketing solutions for clients.

1998-2012

4GUYS INTERACTIVE, INC., HOUSTON, TEXAS

Senior Graphic designer working in a multimedia capacity developing web interfaces and print material for various clients both within Texas and the greater United States. Responsibilities included visual concepts, design and HTML / CSS templates, producing and designing marketing material, coordinated production schedules, launch schedules, team performance and creative direction. Responsible for reporting to project manager and ensuring cross-browser compatibility.

1994-1998

TECSULT EDUPLUS, HALIFAX, NOVA SCOTIA, CANADA

Primary/consulting designer employed extensively in a multimedia capacity designing interfaces used in Computer Based Training for such clients as the Department of National Defense, Canadian Space Agency, Canadian Railways and Air Canada.

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