

KRISTINE KI

Design & Art Direction

LET'S COLLABORATE.

Website *kristineki.com*

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⚡ SKILLS

● **Software**

Adobe Creative Suite (Illustrator, Photoshop, InDesign, Flash, Dreamweaver, Acrobat), Microsoft Office Suite (PPT, Word, Excel), Keynote, Content Management System (Teamsite), Wordpress, Email & Social Marketing (Constant Contact, My Emma), Knowledge of HTML/CSS, Fluent in Mac & PC Platforms

● **Design**

Brand identity, Digital & Web, Packaging, Print Collateral, Point of Sale, Point of Purchase, Advertising and Marketing

● **Languages**

Fluent in English and Korean

👍 AWARDS & RECOGNITIONS

● **GDUSA AMERICAN GRAPHIC DESIGN AWARDS**

Packaging 99 Brand Liqueur '14
Calypso Spiced Rum '11

● **AMERICAN COLLEGIATE PRESS' NATIONAL CONTEST**

Pacemaker Honorable Mention Display Ad '09

● **COLLEGE NEWSPAPER BUSINESS & ADVERTISING MANAGERS**

1st Place Best Ad '09
Division 1 Newspaper of the Year '09
Best of Category Best Classified Group Promotion Ad '08

● **INDIANA COLLEGIATE PRESS ASSOCIATION**

1st Place Best Electronic Display Ad '09
Best Design of Black & White Display Ad '09
Best Display Ad '09
Best Design of Full Color Display Ad '08
2nd Place Best Ad Layout '09
Best Use of Photography '09
Most Creative Use of Ad Copy '09

● **BLOOMINGTON ENTERTAINMENT AND ARTS DISTRICT**

Finalist Logo Competition '07

🎓 EDUCATION

INDIANA UNIVERSITY Bloomington, IN

Bachelor of Arts

Graphic Design, and Psychology

👜 EXPERIENCE

● **KUTYLA DESIGN** Chicago, IL

Senior Designer/Art Director '10-Present

Developed product line strategy and ensured the implementation of creative direction to establish cohesive visual branding.

Led projects and client-facing teams from concept to completion.

Collaborated with a team of designers, copywriters, photographers, illustrators, front-end developers and UX architects.

99 Brand Liqueur Art directed the award winning package redesign and increased its brand appeal, leading to a double digit annual sales growth and the launch of an extended product line.

Baxter International Inc Established the visual design for the global sustainability website and print collateral. Collaborated with the development team and decreased the budget by half.

Got Milk? Delivered the branding for both national and local campaigns. Created educational materials highlighting the benefits of drinking milk.

Northwestern Memorial Hospital Designed the Prentice Women's Annual Gala event logo, invitation, and printed collateral. The event raised nearly \$1 million towards patient care, research and educational initiatives to support women's health.

● **CHICAGO CREATIVE WORKS** Chicago, IL

Design Consultant '09-'Present

Transformed business objectives into effective visual strategies.

Collaborated with the Creative Director and Marketing Director to create advertisements, infographics, photo layouts and annual reports tailored to exceed client expectations.

Chicago Department of Public Health Established a set of educational infographics introducing 12 key priorities to transforming Chicago into the healthiest city in the nation.

● **BLOOMINGTON PLAYWRIGHTS PROJECT (BPP)** Bloomington, IN

Non-Profit Designer '08-'10

Strategized the creative direction to improve BPP's brand recognition.

Designed identities, posters, signage, mailers, advertisements, and brochures to promote upcoming shows and events.

Blooming Plays Festival Produced the season's launch posters and promotional materials leading to a significant increase in ticket sales.

🎉 HAPPY CLIENTS

Baxter International Inc, National Milk Industry/Got Milk?, Lawry's, National Pork Board, McCormick, Abbott Laboratories, Jordan Knauff Investment Bankers, Indiana University, Calypso Rum, Northwestern Memorial Hospital, Chicago Department of Public Health, Pyrex, Cherries Marketing Institute, 99 Brand Liqueur, BDT Capital Partners, Sazerac