

# KRISTINE ROSE

Portfolio: [kristinerosedesigns.com](http://kristinerosedesigns.com)

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Graphic designer with 6 years of expertise in building brands, content, & websites, working with 40+ different brands to capture their target audience and drive growth.

I believe in designing to solve problems by understanding human behavior and creative storytelling. Being an empathetic communicator means incorporating an emotional connection in every visual interaction. In fast-paced environments, I work proactively in a team and am self motivated to execute projects on time.

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## Experience

### **Freelance Visual Designer** Jan 2018 - Present

Grew brand loyalty and recognition with 52 different brands by designing brand systems, websites, slide decks, social media content, packaging, icons, marketing materials, and clothing using Illustrator, Photoshop, Indesign, Lightroom, Premiere Pro and Canva.

### **The Kreative Crew** Apr 2023 - Nov 2023

#### **Creative Director/ Social Media Manager**

Directed a team to photograph, videograph and schedule consistent Instagram and Facebook content for 3 restaurant brands. Posting daily stories and 3-5 posts/videos weekly. Created brand guidelines, content calendars, promotional flyers and unique content that grew the brand's interactions by 282%. Curated weekly shotlists and monthly analytic reports.

### **Citrus Studios** Aug 2022 - Apr 2023

#### **Project Manager / Designer**

Managed and designed for 7 projects simultaneously: websites, bi-weekly newsletters, weekly slide decks, and daily social media content on Instagram, TikTok, Facebook, Twitter and LinkedIn. Virtually met with clients to present social media analytics. Directed, scheduled and photographed photoshoots for business teams and small business owners.

### **Team Friday** Apr 2021 - Aug 2022

#### **Graphic Designer**

Designed print (bus shelter ads, billboards, analytic reports) and digital assets (social media posts, email campaigns) to increase impact within the community for LA County Department of Public Health. Communicated virtually with Creative Director and team. Time managed projects efficiently and adapted my creativity for each brand.

### **CosmoBeautiLab** May 2019 - Apr 2021

#### **In-House Cosmetic Branding Designer**

Branded cosmetic packaging, shot product photography and retouched photos. Designed and built 3 e-commerce websites with web banners, sales and email campaigns, in a month, as well as sold on Amazon. Printed ads / booklets and researched cosmetic competitors according to niche.

### **IntersectLA** May 2019 - Apr 2021

#### **Brand Strategist / Account Manager**

Led a team of 8 from concept development to production. Designed logos, website wireframes, print and web ads, social media content, illustrated icons and brand mascots.

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## Education

### **California State University, Northridge**

Bachelor of Arts in Graphic Design

Dean's List 2017-2020

Graduated Summa Cum Laude

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## Skills

Strong working knowledge of: Illustrator, Photoshop, InDesign, XD, Canva, Capcut, Google Workspace, Wix, Brand Strategy

Familiar With: UX/UI, After Effects, Premiere Pro, Keynote DSLR Photography, Amazon, Figma, Sketch

Analog: Drawing, Painting, Project Management, Wireframing, Prototyping, Competitive Analysis, Print Production

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## References

Please request for references.

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*kristine  
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GRAPHIC DESIGNER