

KRISTINE ROSE

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Graphic designer with 5 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.

Experience

The Kreative Crew Apr 2023 - Present
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.

Freelance Visual Designer Jan 2018 - Present
Grew brand loyalty and recognition with 46 different brands by designing brand systems, websites, slide decks, social media content, packaging, icons, marketing materials, and clothing.

Education

California State University, Northridge
Bachelor of Arts in Graphic Design
Dean's List 2017-2020
Graduated Summa Cum Laude

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

References

Please request for references.

kristinerosedesigns.com



← scan for portfolio

*kristine
rose*
GRAPHIC DESIGNER