Kristen Watterson

Creative Expert

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16 Years of Experience:

Freelance Graphic Designer / Illustrator, Kansas City & Tulsa
2000-2016 (Current)

- Created corporate identities and branding
- Created graphics for social media and marketing for clients
- Created & maintained new Wordpress websites
- Customized Wordpress themes
- Created print media graphics: banners, posters, postcards, product package design, mailers, etc.
- Writing content for newsletters, emails, postcards, etc.
- Trade Show displays, giveaway materials, promotional products
- Vehicle wrapping, billboards, tee shirts, storefront signage
- Created graphics for all outlets for client events, including: powerpoint slides, website sliders, online ads, social media graphics, etc.
- Cultivated and maintained customer relationships, customer service

PR Loop, (Ad Agency), Tulsa
Creative Director, 2011-2013

- Cultivated and maintained customer relationships, customer service
- Key designer on all projects
- Created logos and brand identities
- Coordinated graphics and production
- Helped steer creative advertising
- Trade show displays and giveaway material
- Mascot design and creation
- Wrote ad copy, web site content, press releases
- Managed various components of campaigns including: print, digital, web, app development, video, social media, etc.

Tulsa Engineering Alliance, Inc., Tulsa
Graphic Designer, 2007-2011

- Created all graphics for marketing materials, trade show displays promotional products and giveaway materials
- Designed for print, and web, created all graphics company-wide
- Created and maintained corporate identity and branding messages
- Interim HR manager

Snap Graphics Inc., Tulsa
Owner, 2000-2007

- Responsible for all sales and customer relations
- Responsible for business administration
- Specializing in print, illustration, murals, writing, copy writing and editing, advertising and marketing, web sites, tee shirts, signage, etc.

Education:

Oral Roberts University, 2004
Bachelors of Science, Graphic Design

Tulsa Technology Center, 2000
Advertising Design (2 year program)

Skills:

Fluent in:
Adobe Creative Suite
Photoshop, Illustrator, InDesign, Dreamweaver
Wordpress
Digital Painting
Writing / Copy Editing, Press Releases
Facebook, Instagram, Twitter, Pinterest

Working Knowledge of:
Microsoft Office, Word, Powerpoint
iWork: Pages, Numbers, Keynote
Video Editing

Traditional Art / Illustration:
Pen, Ink, Graphite, Colored Pencil, Marker, Water Color, Acrylic, Murals, Vector, Screen Printing

Lettering:
Traditional Calligraphy, Pen, Ink, Brush, Vector, Custom Font Creation, Custom Logo Font, Traditional Sign Painting, Hand-painted Window Signage

Writing:
Copywriting, Advertising, Product Descriptions, Blogging, Proofreading, Editing, Creative Writing, Short Stories, Fiction, Journalism, Article Writing, Press Releases, Newsletters, Social Media Posting, Content Writing, Email Campaigns