



# Kristen Watterson

*Creative Expert with 18 Years of Experience:*

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KristenWatterson.com/hidden-portfolio/

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913-257-6717

**Cerner, Kansas City - Team Lead | Senior Graphic Designer - 2018-Present**

**Cerner, Kansas City - Senior Graphic Designer - 2016-2018**

- Project and team management, delegated tasks and coordinated work-flow of all projects, managed a team of 5 associates
- Created marketing materials based on client brand guidelines
- Developed and implemented in-house HTML email tool
- Created custom landing pages for Unified Government of Wyandotte County and Sprint
- Logo creation, branding and identity / campaign identity creation
- Created and managed marketing and communication calendars for clients
- Client relationship management with 80+ wellness clients and 40+ Health Center clients, successfully saved several client relationships
- Created customized illustrations and stock photography based on client or campaign needs
- Created monthly materials distributed to all members across all clients
- Created award-winning die-cut cross-fold mailer(s).

**Freelance Graphic Designer / Illustrator, Kansas City & Tulsa 2000-2016**

- 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
- Vinyl vehicle wrapping, billboards, tee shirts, storefront signage
- Created graphics for all outlets for client events
- Cultivated and maintained customer relationships, customer service

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

- Key designer on all projects, cultivated and maintained customer relationships, customer service
- Created logos and brand identities, coordinated graphics and production
- Helped steer client advertising, trade show displays and promo items
- Mascot design, illustration, costume and plush toy design and production
- 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**

**Education:**

Oral Roberts University, 2004

Bachelors of Science, Graphic Design

Tulsa Technology Center, 2000

Advertising Design (2 year program)

*Skills:*

**Fluent in:**

Adobe Creative Cloud

Photoshop, Illustrator, InDesign,

Dreamweaver, Muse, 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

**Art / Illustration:**

Pen, Ink, Graphite, Colored Pencil,

Marker, Water Color, Acrylic, Murals,

Vector, Screen Printing, Digital Art

**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