

Creative Director//Designer//Marketer//Ideator, Freelance

GLOBAL | SEPTEMBER 2005-PRESENT

- Provide brand, marketing, ideation consultation
- Consult and coach small business/entrepreneurs in early development, leading to successful launches
- Concept and execute web and graphic design for various clients in a range of industries

Creative Director, ClearEdge Marketing

GLOBAL | OCTOBER 2014-MAY 2015

- Planned and strategised rework of agency creative and briefing process
- Oversaw and executed digital marketing campaigns
- Worked with clients in a remote capacity to creatively solve Business-to-Business marketing issues

English Teacher - Volunteer, Maximo Nivel

CUSCO, PERU | FEBRUARY-MARCH 2014

- Utilised creative teaching techniques (via yoga, photography, cooking & multimedia) to engage at-risk teen girls in learning
- Overcame communication barriers while providing guidance to girls dealing with severely troubling issues
- Changed my life

Associate Creative Director, Upshot Agency

CHICAGO, USA | JANUARY 2013-JANUARY 2014

- Co-led creative team (art directors & copywriters) in building new agency Business-to-Business pillar
- Concepted, pitched and led execution in (hilarious) campaign for Grundfos Water Recirculation Pumps
- Strategised at length with client, concepted and managed launch of innovative educational web platform for Nuveen Financial
- Ideated and executed complex product launch for LiftMaster
- Worked closely with senior executives in pitching for new business in the beauty and wine industries

Senior Art Director & Art Director, Upshot Agency

CHICAGO, USA | OCTOBER 2007-DECEMBER 2012

- Concepted, designed and presented creative marketing thematics and promotions for Kraft Foods, Hilton Worldwide, Disney Vacation Club, Kashi Foods, Finish Line (U.S. Athletic Retailer) and more
- Proposed and led photo shoots/illustration/CGI
- Directed in- and out-of-house production studios
- Mentored and managed junior and mid-level Art Directors
- Worked closely with Interactive Department to produce websites and online games; concepted mobile applications

Art Director, Graphic & Production Designer, INTRAV

ST. LOUIS, USA/GLOBAL | SEPTEMBER 2005-MARCH 2007

- Managed graphic design staff and oversaw brand look and feel
- Designed all marketing collateral for international luxury travel operator: including catalogues, brochures, ads, direct marketing, emails and web
- Managed internal and external photography database; maintained relationships with stock vendors and photographers
- Worked closely with print vendors on various bindery & finishing
- Served as Company Photographer and Travel Director in the Greek Isles, Eastern Europe, and South Africa

Prefer reading stories to bullet points?

+61 434 372 954

Skilled in Adobe InDesign, Illustrator, Photoshop; Client Relationships; Managing People

Knowledge in UX design; HTML, CSS; WordPress, Webflow, Wix, SquareSpace & MailChimp; Microsoft Suite

I can write, too.

B.S. IN ADVERTISING

U-C, USA | 2005 | 3.7/4 GPA

FOR FUN

I love to see the world from my bicycle & yoga mat



HI. I'M KRISTIN, AND THIS IS MY **RÉSUMÉ** STORY.

Prefer bullet points to long form?

I learnt a few important things at the University of Illinois Urbana Champaign (USA), where I graduated in 2005 with a 3.7/4 GPA and a **Bachelor of Science** (appropriately, a “BS”) degree in **Advertising*** and a minor in German for “fun.”

My first job in 2005 as a **Graphic Designer & Art Director** at an international travel operator, INTRAV, was unbeatable.

I mostly designed all of their marketing collateral out of the home office in St. Louis, USA, but eventually cruised the Mediterranean and Eastern Europe as a company **Photographer**. After proving to have a knack for customer interaction, I took a gig as **Travel Director**, leading a group of 18 through the cities and safaris of South Africa. Unfortunately, this dream job came to a close with INTRAV's doors only two years after my start.

One door closed and another opened in Chicago, where I landed a job as **Art Director at Upshot**, a full-service, medium-sized marketing agency. Immersing myself in the world of **Shopper Marketing**, I eventually became a **Senior Art Director** working on brands like Hilton Worldwide, Disney Vacation Club, Kashi, Kraft Foods and Finish Line (popular US athletic shoe chain), for whom I designed and ideated on **almost every type of marketing media** you can imagine.

I must have been doing something right, because they made me an **Associate Creative Director**, leading an awesome team of copywriters and art directors in helping to grow the agency's new strategic pillar in the world of **Business-to-Business**. I became a necessary expert on everything from top global hoteliers to the complex world of closed-end funds and even the

***I've learned a lot more from travelling, listening to my grandparents' stories, surrounding myself with inspiring people and everyday observations of the world around me.**

installation of water recirculation pumps, applying our creative prowess to create **game-changing loyalty programs, online educational platforms and, believe it or not, a “sexy” campaign for water pumps.**

After seven years of working hard, playing hard and loads of learning, I decided it was time for a change. I wanted to shake up life and **turn a dream in to reality**. My colleagues at Upshot waved me goodbye as I headed to South America with **a backpack and an open mind**. Over the following twelve months, I **learned Spanish** (or tried to, anyway), **taught English** at a shelter for abused girls, faced my fears head-on, started a blog and even picked up some **freelance work** along the way. As fate would have it, **a hike on the Inka Trail led me** to love, and eventually, right here **to Perth**, which I now call home.

As my journey continues, my next question is, **“How do you become a part of my story?”** Or better yet, **“How do I become a part of yours?”**