

Kristin Knoerlein, MFA

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ABOUT **Experienced UX Designer and Creative Director**

Over 14 years of professional design experience. Hard-working, self-motivated, enthusiastic, outgoing, passionate about user-focused design and creative problem solving, user testing and data driven results. Dedicated to process improvement and creating memorable and usable products. Experience working with both on-site and remote teams of clients, developers, designers, and project managers to successfully produce and deploy digital products and print campaigns for both large and small companies and organizations. Also an experienced teacher and leader in both business and academic environments.

WORK EXPERIENCE

KK Design, LLC (June 2011 to Present)

PROPRIETOR, CREATIVE DIRECTOR

- Work with businesses, non-profits, and individuals to meet their communication needs through user-focused design
- Provide services include brand management, content strategy, information architecture, web design and development, email design and development, social media marketing, print design, print production, and photography
- Manage a team of subcontractors to provide design services to B2B clients, B2C clients, and other design firms while meeting multiple deadlines and maintaining advertising schedules

LARGER CONTRACTS INCLUDE:

American Psychological Association (June 2014 to Present)

UX DESIGN LEAD

- Provide visual and code design and UX improvements for a website that receives an average of 1 million users per week
- Produce digital products, websites, communities, and directories for APA members and the general public while working with internal and external team members, content strategists, information architects, and developers
- Participate in workshops and the design, writing, and facilitation of user testing sessions as well as building low-fidelity and high-fidelity clickable prototypes
- Apply user and internal feedback to create wireframes, flat designs, developer assets, and HTML/CSS to improve products
- Manage Wordpress and Tridion Content Management Systems (CMSs)

TBC Design Firm (April 2014 to January 2016)

FREELANCE DESIGN AND PRODUCTION ARTIST

- Created assets for multi-million dollar accounts including Hair Cuttery, Sears Canada, Visit Baltimore, Produce Marketers Association in collaboration with Sesame Street, Ventev, and more
- Set up creative print and web production files, packaging designs, email blasts, and social media assets in collaboration with art directors, designers, project managers, copywriters, and developers
- Managed content for Wordpress and Drupal CMSs
- Designed and assembled new business RFP presentations

Simple Information (August 2011 to September 2012)

UX WEB DESIGNER

- Designed and coded components for client websites within Wordpress, Joomla, and Drupal CMSs
- Hand-coded custom HTML/CSS, set up custom modules, worked with existing PHP and Javascript and set up local servers

University of Baltimore (September 2012 to May 2014)

GRADUATE ASSISTANT FOR THE DIGITAL DESIGN STUDIO (SEPTEMBER 2012 TO MAY 2014)

- Ran two laser copiers, one large format inkjet printer, and a moulder/laminator for students and processed payment transactions
- Assisted undergraduate and graduate students in print, video editing, web design, software, printing, and art direction

TEACHING ASSISTANT (FEBRUARY 2014 TO MAY 2014)

- Coached Master's students on portfolio website creation and troubleshooting

UNDERGRADUATE ADJUNCT PROFESSOR (SEPTEMBER 2013 - DECEMBER 2013)

- Taught publishing design in a classroom of 30 students using Adobe InDesign and Wordpress
- Wrote and presented lectures about design principles, real workplace application, and production
- Created and graded quizzes and various assignments based on achieving student learning objectives



WORK EXPERIENCE (CONT.)

Full Potential Marketing (October 2007 to June 2011)

CREATIVE DIRECTOR, GRAPHIC DESIGNER

- Designed, produced, and managed all event brands, websites, print materials, direct mail campaigns, marketing emails, advertising schedules, sales packets, exhibitor kits, and signage for multiple consumer-based events in Maryland and DC
- Coordinated the events which included hiring and training temporary staff and managing exhibitor and guest needs

Minute Man Press (June 2007 to October 2007)

GRAPHIC DESIGNER, PRE-PRESS ARTIST

Solo Cup Company (December 2005 to June 2007)

DIGITAL PRE-PRESS DESIGNER, PROCESS IMPROVEMENT TEAM LEAD, PACKAGING TEAM LEAD

Fastsigns (February 2004 to December 2005)

SOLE IN-HOUSE GRAPHIC DESIGNER, HEAD TRAINER

SKILLS & SOFTWARE

DESIGN **Advanced:** Comprehension of design concepts and design thinking as it applies to visual problem solving, Color Theory, Print Design, Web Design, Web Coding and Development, Email Design and Production, Social Media Marketing, Package Design, Photography, Illustration, Signage
Intermediate: Video Filming and Direction, Video Editing, Motion Graphics

SOFTWARE **Advanced:** Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe Acrobat Pro, Adobe Dreamweaver, & CMSs Wordpress, Tridion, InVision Prototyping Software, Coda and other FTP Software, Microsoft Office Suite, Mailchimp, Constant Contact and other email management software
Intermediate: Adobe After Effects, Final Cut Pro, Joomla, Drupal

CODE **Advanced:** HTML, CSS
Intermediate: PHP, JQuery, Javascript

EDUCATION

University of Baltimore

MFA INTEGRATED DESIGN | JUNE 2016 (GRADUATED WITH MAGNA CUM LAUDE HONORS)

Towson University

BA GRAPHIC DESIGN | DECEMBER 2003 (GRADUATED WITH CUM LAUDE HONORS)

VOLUNTEER WORK

Thesis Mentor for University Baltimore MFA student (2017–2018)

Graphic Design Workshops at The Catholic High School of Baltimore (2014)

Design Mentor Program for Bmore Creatives (2013–2015)