

# KRISTANUSSEY

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A creative problem solver with a track record of strategy-driven design and an eye for bringing multimedia projects to life, from the planning stage to the final details. My 6 years of experience in graphic design and art direction have allowed me to develop excellent time management skills and the ability to work collaboratively on a team or independently with little oversight.

## Education

### Texas Christian University

2014 – 2017

Bachelor of Arts in Graphic Design

Minor in Business

## Skills

Illustration	Layout
Web Design	Print
Package Design	Digital
Branding	Social Media
Motion Graphics	Photography

## Software

Illustrator	Wordpress
InDesign	Mailchimp
Photoshop	Microsoft Office
Premiere Pro	Mac OS

## Certifications

Meta Certified Digital Marketing

Associate

## Internships

### Graphic Design Intern Pytchblack

May 2017 – December 2017

### Graphic Designer TCU Campus Recreation

August 2015 – August 2017

## Work Experience

### Senior Graphic Designer Samsill Corporation

August 2022 – Present

- ▶ Redesigned, developed, and currently manage a new website that effectively communicates the brand identity and the company's history.
- ▶ Created compelling brand standards and visual guidelines for several brand touch points.
- ▶ Led the creative team in a complete overhaul of the brand's Amazon storefront. This effort included a complete storefront redesign, the creation of A+ content and product images for over 10 product categories and 100+ SKUs, and the successful execution of two major campaigns.
- ▶ Created several brand videos, beginning with storyboarding, script writing, videography, and editing, including motion graphics.
- ▶ Provided valuable support in managing and delivering art direction to the creative department.

### Creative Manager Revolver Brewing

November 2019 – August 2022

- ▶ Led the creation of visual and brand-related materials, including packaging, print and digital collateral, store displays, billboards, and animations.
- ▶ Developed compelling content for successful new product launches.
- ▶ Redesigned and managed the company's website, designing and overseeing all aspects of its visual presence.
- ▶ Created engaging brand-specific photography, videos, and animations for social media, elevating the company's online presence.

### Art Director | Graphic Designer Teleos Marketing

January 2018 – November 2019

- ▶ Collaborated with diverse clients, including medical device and technology companies, healthcare organizations, B2B and B2C businesses, non-profits, and service companies.
- ▶ Led rebranding initiatives, successfully translating new brand identities across web, social media, print, and digital platforms.
- ▶ Played an integral role in new client pitches and creative presentations.
- ▶ Assumed responsibilities in interviewing, hiring, and managing a new employee.

