

## ABOUT

Creative who excels at data-driven digital and print design.

Collaborative and engaged team member. Highly organized and deadline-oriented. Succeeds at crafting and sharing a brand's story.

## SKILLS

Creative Direction  
Brand Strategy  
Digital + Print Design  
UX Design  
DSM + Asset Management  
E-commerce Strategy  
Budget Tracking  
Email Marketing  
Social + Display  
Photoshoot Production  
Motion Animation  
Illustration  
Deck Design  
Copywriting  
HTML

## PROGRAMS

Adobe CC  
Sketch  
Figma  
Google Analytics  
Content Square  
Salesforce Commerce Cloud  
Magento  
Ceros  
Box  
Asana  
Airtable  
Microsoft Office  
Google Suite  
Mac/PC

## EXPERIENCE

### **JackRabbit / Shoes.com / Olympia Sports (RSG)**

**Creative and Brand Director**, April 2021 – Present, Denver, CO  
**Creative and Brand Manager**, November 2020 – April 2021, Denver, CO  
**Creative and Brand Lead**, October 2019 – November 2020, Denver, CO  
**Graphic Designer**, September 2018 – October 2019, Denver, CO

As Creative Director, I oversee the creative strategy for three e-commerce sites, JackRabbit, Shoes.com and Olympia Sports, as well as manage and mentor a team of six designers and two contractors. Responsibilities include managing the team's workflow, overseeing the creative budget and developing engaging omni-channel campaigns that grow the brand voice.

### **Highlights**

- Partnered with a team of developers to migrate e-commerce platforms to Salesforce Commerce Cloud. Developed new site style guides, migrated content and managed project deadlines.
- Led the rebranding strategy of Shoes.com, including the launch of a new logo, brand colors, typography, replatformed site and more.

### **Responsibilities**

- Manage project load and workflow for a team of six designers and two contractors across three e-commerce websites.
- Implement brand standards to ensure a cohesive brand voice.
- Collaborate across teams to develop the creative strategy and goals for omni-channel brand marketing campaigns.
- Use data and site analytics to drive creative strategy.
- Implement processes and onboard new tools to promote efficiencies.
- Lead and participate in weekly meetings with company stakeholders.
- Produce monthly on-model and flatlay studio shoots.
- Manage the creative budget across three e-commerce websites.
- Manage the hiring process and onboarding of new team members.

### **Upworthy / Good (Good Media Group)**

**Designer**, January 2018 – August 2018, Remote  
**Contract Designer**, July 2016 – January 2018, Remote

Created content for brand partnerships. Work included custom proposal decks, custom websites, print and digital collateral, interactive articles and quizzes, infographics, campaign graphics and logos, social posts, and display and rich-media ads.

- Designed custom proposal decks for major deals, including a \$2.5MM+ pitch for Google.
- Created a five-part, first-to-market interactive article series for a \$1MM+ State Farm partnership.
- Created custom presentation decks for the executive team for industry conferences and festivals, including Frank 2018, Sustainable Brands 2018, Social Media Week LA 2018, and SXSW 2018.

## EDUCATION

Greenville University, 2014  
*Bachelor of Science*  
Business, Digital Media  
3.81 GPA, Dean's List

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## CONTACT

kristyn.c.cole@gmail.com  
630.803.2533  
2601 S. Steel St.  
Denver, CO 80210

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## PORTFOLIO

Please find samples of  
my recent work at  
**kristyncole.com**

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References gladly  
provided upon request

## EXPERIENCE (CONT.)

### **Contract / Freelance Designer**

*August 2015 – Present, Remote*

On-going presentation deck design work for clients in the non-profit, research, media and tech space.

Contract print and digital design work for a Denver-based real estate company, including custom promotional flyers and postcards, informational booklets and other marketing and event collateral.

Contract print and digital design work for a Denver-based integrative health care group to establish brand recognition and cohesive marketing collateral across a diverse set of care facilities.

Project-based work including custom logos, marketing collateral, presentation decks, invitations, and signage for a variety of individuals and businesses.

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### **Flinn Scientific, Inc.**

**Contract Graphic Designer**, *August 2015 – December 2015, Remote*  
**Graphic Designer**, *June 2014 – August 2015, Batavia, IL*

Created and updated all in-house artwork following established brand guidelines, including print and digital marketing collateral, typesetting and art for in-house publications, educational infographics and motion animation. Designed product labels and package design. Managed and updated online content for the e-commerce site. Shot and edited e-commerce product photography.

- Created motion animations for first-to-market AP Biology and Chemistry online educational courses.
- Responsible for shooting and editing 700+ e-commerce product photos in-house.