GRAPHIC
DESIGNER

KRISTA SCHULT

kristasdesign@gmail.com • 973.619.3422
Portfolio: **kristasdesign.com**

EXPERIENCE

Freelance Graphic Design
Bloomfield, NJ / 2011 – Present

- Print and digital work including logos, flyers, product images, image editing, social media assets, brochures, banner ads, and more.

IDL Techni Edge, LLC
Kenilworth, NJ / 2008 – Present

Freelance Graphic Designer • *Graphic Designer • Print Purchasing*

- Design product packaging and displays with adherence to brand identity guidelines
- Conceptualize and design all printed and marketing materials including full-line catalogs
- Take and edit photographs for use on product packaging and various print and web applications
- Provide sales staff with digital and physical product mock-ups
- Update and maintain the online catalog section of e-commerce website
- Manage all incoming artwork for private label brands
- Design large-scale banners and signs for exhibits, trade shows, and meetings
- Design and deliver email newsletters
- *Ensured all graphic and labeling requirements for private label customers were adhered to*
- *Maintained proper inventory levels of product packaging materials*
- *Purchased, proofed, and approved all printed materials*
- *Ensured color and quality standards were consistently maintained by print vendors*

MK Marketing, LLC
Fairfield, NJ / 2015 – 2017

Graphic Designer

- Created product packaging and displays that maintain strong category presence at top national retailers
- Conceptualized and designed national print ads, product sell sheets, brochures, ebooks, etc., for print and digital
- Designed and maintained syndicated web content for Costco, Amazon, Walmart, and other major retailer sites
- Created static images and animated GIFs for blog posts, social media, and online ad campaigns
- Edited WordPress blogs and Wix ebook web pages
- Designed banners and signs for exhibits at trade shows and conventions
- Ensured corporate brand identity is adhered to on all marketing materials
- Worked closely with marketing team to determine best strategy for promoting product benefits
- Created digital and physical product mock-ups for product presentations
- Prepared, proofed, and approved all artwork files for print production

Techni Edge Mfg. Corp.
Little Ferry, NJ / 2002 – 2008

Marketing Coordinator • Junior Graphic Designer

- Created product line art and illustrations
- Designed promotional flyers, sell sheets, direct mail pieces
- Created and managed Google AdWords campaigns

PROFILE

Highly ***effective, creative, and proactive*** professional with strong business acumen and diverse knowledge encompassing marketing and business areas with an emphasis on brand enhancement. ***Patient and methodical***, task-oriented; consistently ***exceeds expectations***. Easily ***manages multiple projects*** and delivers objectives on time and within budget. Works judiciously to become an expert in all assigned projects. ***Articulate and effective communicator***; builds synergy and rapport with persons of all levels and backgrounds.

SPECIALTIES

Packaging Design
Brand identity

Marketing Materials
Product Mock-ups

Catalogs/Brochures/Sell Sheets
Ad Design

Logo Development
Illustration & Line Art

Photo Editing & Retouching

SOFTWARE PROFICIENCY

Illustrator
Photoshop
InDesign
Acrobat Pro
WYSIWYG Web Design
Microsoft Excel/Word/PowerPoint
BarTender (Barcoding)
Constant Contact / MailChimp

VOLUNTEER EXPERIENCE

Outpost In The Burbs Montclair, NJ / December 2013 - Present

Graphic Designer • Webmaster • Publicity & Promotion

- Design all graphics, posters, and flyers
- Maintain and update website
- Create and manage weekly email newsletters
- In-person promotion at local festivals, markets, and events
- Perform various duties at concerts including ticket sales/check-in, merchandise sales, artist hospitality, post-production, and more

Awards

- 2016 Certificate of Appreciation
- 2015 Volunteer of the Year
- 2014 Rookie Volunteer of the Year

EDUCATION

William Paterson University
Wayne, NJ
B.S. Computer Science

Center for the Media Arts
New York, NY
Graphic Design Certificate

RECOMMENDATIONS

"I had the distinct pleasure of working with Krista for over 6 years at IDL Techni Edge. Krista is a highly talented graphic designer with a litany of complementary skills (e.g. photography, copywriting, and web design) that help make her an invaluable part of any organization's marketing team. She loves her craft, is detail oriented and is great at communicating her ideas while embracing the needs of the business. At IDL Techni Edge we turned to her again and again for her excellent creative design work and her quick turnaround on projects. Krista always delivered work on time and ahead of schedule. She led the redesign of our Techni Edge product catalog and handled not only the graphic design of the catalog, but she also shot most of the product photos and completed much of the copy-writing as well! Simply a super-human effort that she made look easy. I highly recommend Krista. If you want consistently excellent results delivered on-time, without any drama, and within budget Krista is the graphic designer for your organization."

Bill Driscoll
whdriscoll@gmail.com

"Krista has volunteered her services as a graphic designer to Outpost in the Burbs for several years as part of our publicity committee. Her work is exceptional and always meets the deadlines provided to her. Her work on our website and weekly email blasts is second to none. We are so fortunate to have her as part of our team!"

Gina Auriemma
ginaauriemma@verizon.net

"I had the pleasure of having Krista report to me as part of our marketing team at MK Marketing. She was a valuable team member and contributor. What made her truly outstanding went beyond the usual expectations. She is competent and highly proficient in the skill areas expected of an in-house graphic designer. However, how she approaches what she does not know is what sets her apart. As we added new technologies and new capabilities, Krista quickly took to the task of mastering them and then integrated them seamlessly into our workflow. The highest compliment I can give her is to say that I would welcome her on any future team I am leading in a heartbeat."

Osvaldo Gonzalez
gonzalez_osvaldo@hotmail.com

"I have had the pleasure of working with Krista for over 10 years, and I am continually impressed by her hard work, talented eye for design, attention to detail and her ability to decipher a client request and deliver a polished Graphics/Marketing product. I have always been most impressed by her passion - a passion for her work, a passion to deliver what a client needs, when they need it and a passion to do it the right way. The work Krista has done was a key factor in many of our successful customer presentations and RFPs throughout the years."

Kevin Quinn
kevinquinn@idltools.com