



GRAPHIC DESIGNER

KRISTA
SCHULT

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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, WordPress editing, brochures, banner ads, and more

■ **EZRED** Denville, NJ / 2018 - 2020

Graphic Designer

- Designed product packaging and displays for retail sale at top national chains including Costco, Home Depot, Lowes, and more
- Ensured corporate brand identity was adhered to on all digital and printed materials
- Prepared all artwork files for print production
- Conceptualized and designed full-line catalog, print ads, product sell sheets, brochures, for print and digital use
- Created and edited images for social media and Amazon product pages
- Drew product line art and illustrations for packaging and user manuals
- Updated and maintained the online catalog section of WordPress websites
- Shot and edited photographs for use on product packaging and various print and web applications
- Created digital and physical product mock-ups for sales presentations
- Designed large-scale banners and signs for exhibits and trade shows
- Produced slideshows for use at trade shows and conventions

■ **IDL Techni Edge, LLC** Kenilworth, NJ / 2008 - 2019

Graphic Designer (In-House & Freelance) • Print Purchasing

- Designed product packaging & displays with adherence to brand identity guidelines
- Conceptualized and designed all printed and marketing materials including full-line catalogs
- Took and edited photographs for use on product packaging and various print and web applications
- Provided sales staff with digital and physical product mock-ups
- Updated and maintained the online catalog section of e-commerce website
- Designed and delivered company newsletters
- Managed all incoming artwork for private label brands
- Ensured all graphic and labeling requirements for private label customers were adhered to
- Created large-scale banners and signs for exhibits, trade shows, & meetings
- Maintained proper inventory levels of product packaging & printed raw materials
- Purchased, proofed, and approved all printed materials
- Ensured color & quality standards were consistently maintained by print vendors

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)

Newsletter Publishing

(Constant Contact/MailChimp/Vertical Response)

Graphic Designer

- Created product packaging and displays to maintain strong category presence at top national retailers
- Prepared, proofed, and approved all artwork files for print production
- 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 web pages
- Designed banners and signs for exhibits at trade shows and conventions
- Ensured corporate brand identity was adhered to on all marketing materials
- Created digital and physical product mock-ups for product presentations

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

RECOMMENDATIONS

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.

Oswaldo Gonzalez

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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

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EDUCATION

William Paterson University

Wayne, NJ

B.S. Computer Science

Center for the Media Arts

New York, NY

Graphic Design Certificate

Awards

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

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

I worked with Krista at the EZRED Company, and found her to be easy to work with, and creative and insightful when it came to packaging and other sales and marketing related materials. Krista understood what the task was, and always provided honest feedback and quality work. Krista would be an asset to anyone's marketing and graphics team.

Tom DeGroot

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