



kristen mccabe

1400 Sawmill Road
Downington, PA 19335
kristen.mccabe8@gmail.com
484-888-2568
kmncreative.com

technical skills

Adobe Design suite
[*PSD, Ai, Indd, XD*]
Figma
Sketch
Microsoft Office suite
[*PPT, Word, Excel*]

awards

American Graphic Design Awards
Logo Design
Healthcare Advertising Awards
Social Media Design
Davey Awards
New Brand Rollout

education

BA, Advertising 2013
Temple University - Philadelphia, PA

experience

KMN CREATIVE DESIGN, 2012 - PRESENT

Owner/ Designer

- Consult as creative lead on branding and design work
- Craft original graphic identity elements, websites, and marketing collateral for a multitude of clients and ad agencies
- Set and meet deadlines, estimate budgets for projects

DIGITAS HEALTH, 2017 - PRESENT

Freelance Art Supervisor

(Previous: Senior Designer, Art Director, Senior Art Director)

Creative Direction

- Generate on-strategy ideas and design tactics for clients like Merck, EMD Serono and GSK
- Advise on creative brief and timeline development
- Concept and manage national television broadcast campaigns
- Oversee and review print & digital projects to ensure brand consistency and quality
- Supervise photo/video shoots and organize/manage overarching visual asset libraries

Digital

- Manage AEM platform rollout across multiple GSK brands
- Wireframe and design websites (CSS, AEM), inclusive of web assets
- Prepare build kits for handoff to developers based on specific guidelines
- Design digital banner ads, email campaigns, social media campaigns, e-details, and presentations

Print

- Develop brand identities, logos, graphics and illustrations, applying branding across platforms, creating brand standards
- Create print ads, brochures, direct mail pieces, annual reports, large format signage, finalizes files to production standards
- Retouch and reformat photos for cross-media output