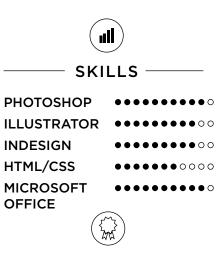
- CONTACT -

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- kristen.mccabe8@gmail.com
- 484-888-2568
- kmncreative.com



AWARDS

AMERICAN GRAPHIC DESIGN AWARDS

Oak & Olive Logo Design

ASCO University Logo Design

HEALTHCARE ADVERTISING AWARDS | Bronze

Hoosier Cancer Research Network Social Media Design

DAVEY AWARDS | Silver

The Malvern School New Brand Rollout



EDUCATION

BACHELOR OF ARTS | Advertising 2013 Temple University - Philadelphia, PA



EXPERIENCE -

KMN CREATIVE DESIGN | 2012-Present

Owner/ Graphic Designer

- Provides art direction for new creative and layouts
- Crafts original graphic identity elements, websites, and marketing collateral for a multitude of clients
- Sets and meets deadlines, and estimates budgets for client projects
- Multi-tasks and prioritizes when working on multiple projects

STRATUS INTERACTIVE | 2016-2017

Interactive/Graphic Designer

- Collaborated on digital and web design (HubSpot COS)
- Rendered artwork for a range of clients across varied industries
- Executed print and digital initiatives for large and small scale events

THE MERZ GROUP | 2014-2016

Interactive/Graphic Designer

Creative Direction

- Generated on-strategy ideas and tactics for client initiatives
- Supervised photo shoots as well as the organization, and management of overarching photo libraries

Print

- Developed brand identities, designed logos, graphic elements and illustrations, applying branding across platforms, creating brand standards
- Created print ads, brochures, direct mail pieces, annual reports, large format signage, consumer product packaging, finalized files to production standards
- Retouched, composited, and reformatted photos for print and web output

Digital

• Designed banner ads, email campaigns, social media efforts, and web pages (HTML/CMS)