



## **kristen mccabe**

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[kmncreative.com](http://kmncreative.com)

## **technical skills**

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

## **awards**

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American Graphic Design Awards  
*Logo Design*

Healthcare Advertising Awards  
*Social Media Design*

Davey Awards  
*New Brand Rollout*

## **education**

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BA, Advertising 2013  
*Temple University - Philadelphia, PA*

## **experience**

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### **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 Associate Creative Director*

*(Previous: Art Supervisor, 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

### **THE MERZ GROUP, 2014 - 2016**

*Interactive/Graphic Designer*