



**KRISTEN MCDOWELL**  
GRAPHIC & WEB DESIGNER

404-951-6633  
dkristenmac@gmail.com  
kristenmacdesign.com

► **SKILLS**

|                      |                      |
|----------------------|----------------------|
| Adobe InDesign       | Adobe Premiere Pro   |
| Adobe Photoshop      | Adobe Illustrator    |
| Microsoft Word       | Microsoft Excel      |
| Microsoft PowerPoint | WordPress            |
| UX/UI Design         | Blocs                |
| Color Theory         | Page Layout          |
| Ideation             | Typography           |
| Collaboration        | Problem Solving      |
| Organization         | Detail Oriented      |
| Product Design       | Time Management      |
| Hand Illustration    | Interpersonal Skills |

► **ACCOMPLISHMENTS**

2018

- **Academic Excellence**  
Graphic & Web Design Concentration  
The Art Institute of Atlanta

2014 - 2017

- **Deans List & Honor Roll**  
The Art Institute of Atlanta

2016

- **Student Gallery Show Competition**  
The Art Institute of Atlanta

► **EDUCATION**

2018

- **The Art Institute of Atlanta**  
Bachelor of Fine Arts in Graphic & Web Design

► **DESIGN EXPERIENCE**

March 2021 - Present

**Hair Restoration Specialists of Atlanta**

*Sr. Graphic Designer & Website Manager*

- Rebrand clients marketing collateral for web and print.
- Redesign and update clients website.
- Produce weekly automated marketing emails for special promotions, and announcements.
- Edit and upload company videos and graphics for various social media and video platforms for promotional use.

July 2018 - November 2020

**Vensure Employer Services**

*Sr. Creative Specialist Services Graphic Designer*

- Rebranded clients marketing collateral for web and print.
- Managed client proposals from typesetting through to design.
- Developed concepts, graphics and layouts for product illustrations, company logos, brochures and flyers.
- Created 5+ design presentations to be used in webinars while completing other projects.
- Designed and sent out automated marketing emails for special events, and announcements.
- Produced and assisted in prolific social media graphics and video suitable for target marketing.

July 2018 - January 2020

**Agency Matrix**

*Graphic Design Specialist*

- Updated company and client websites.
- Edited and uploaded company videos on various social media platforms for promotional use.
- Developed concepts, graphics and layouts for product illustrations, company logos and brochures.
- Worked with clients, advising them with regard to design style, format, and website design.
- Produced automated marketing emails for special events, and announcements.