

Hey! I'm Kristin B. Powers.

A visual designer based in San Diego, CA, and originally from the Boston area, I'm passionate about crafting beautiful, functional experiences, whether on paper or with pixels.

PORTFOLIO

KRISTINBPOWERS.COM

SKILLS

- Print Design
- User Interface/Web Design
- Photography
- Illustration
- Product Design
- Research
- Copy editing

TOOLS

- Adobe CC Suite (InDesign, Photoshop, Illustrator, XD, Dreamweaver, Acrobat)
- Sketch, InVision, Figma
- HTML/CSS
- Microsoft Office Suite
- Mac OS Proficient
- PC OS Proficient

EDUCATION

2019 | CERTIFICATE

USER INTERFACE DESIGN

BrainStation

2011 | GRADUATE CERTIFICATE

MUSEUM STUDIES

Tufts University

2009 | BFA/BA

**GRAPHIC DESIGN/
INTERNATIONAL RELATIONS**

Suffolk University

EXPERIENCE

JULY 2019 – MARCH 2020

REMOTE VISUAL INFORMATION SPECIALIST

US NAVY REGION SOUTHWEST | San Diego, CA

- Designed print and digital products for the marketing needs of the U.S. Navy Region Southwest
- Conceptualized the brand and identity for the Navy's 34th Bay Bridge Run/Walk Race, including medal design, advertisements, and other marketing materials
- Re-designed the user interface of the race's website for future use to increase online registration and improve accessibility

MAY 2018 – JUNE 2019

CREATIVE SERVICES DIRECTOR

SAN DIEGO OPERA | San Diego, CA

- Coordinated the creative services budgets with Director of Operations and collaborated on season branding with Chief Marketing Officer
- Created sub-brands and their guidelines for the 2018–19 and 2019–20 seasons
- Designed mailings for season subscription renewals that helped bring in over \$1 million annually
- Completed competitive analysis and informal user research for website redesign
- Researched, sketched, and wireframed a new homepage, performance page, and donation page to begin a complete overhaul of the San Diego Opera website

FEB 2016 – MAY 2018

LEAD GRAPHIC DESIGNER

SAN DIEGO OPERA | San Diego, CA

- Created sub-brands and their guidelines for the 2016–17 and 2017–18 seasons
- Designed print, digital, and social media campaigns to increase ticket sales

Experience continued on next page ▶

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ORGANIZATIONS

2016–2019

AIGA

The professional association for designers.

HOBBIES

- Beach walks with my dog
- Riding my Harley-Davidson motorcycle
- Houseplants GALORE
- Baking, especially crusty loaves of bread
- Fine art and landscape photography
- Exploring San Diego

EXPERIENCE CONTINUED

SEPT 2014 – JAN 2016

SR. MARKETING COMMUNICATIONS SPECIALIST

MBL INTERNATIONAL | Woburn, MA

- Directed website redesign project with outside design agency
- Provided design and marketing support for product managers and salespeople
- Created FDA-compliant product collateral, such as sell sheets and brochures, for product lines (research use only and in vitro diagnostics)

OCT 2012 – AUG 2014

GRAPHIC DESIGNER

SMARTPAK | Plymouth, MA

- Designed print marketing materials in support of Animal Health, Merchandise, and Customer Care departments
- Interviewed users and conducted usability tests on product catalog design
- Assisted on photo shoots, in studio and on location, and with photo editing

OCT 2011 – OCT 2012

CONTRACT ART DIRECTOR/GRAPHIC DESIGNER (SECRET CLEARANCE)

MIT LINCOLN LABORATORY | Lexington, MA

- Managed the design and production of collateral, such as attendee packets, wayfinding signage, and day-to-day programs, for large-scale, high profile technical conferences
- Art directed internal exhibits for advertising and marketing purposes for technical groups and divisions