

# KRISTEE HUMPHREY

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## Graphic Designer

Skilled professional experienced in fulfilling client needs on time and within budget. Specialize in quickly defining project approach and proficiently managing complex assignments from inception to completion.

Project Design & Production  
Budget Management  
Client Interface & Interaction  
Brand Management

### *Summary of Qualifications*

- Experienced in planning, scheduling and producing variety of print and web projects
- Strong technical skills with solid understanding of design tools and software
- Self motivated, team player practiced in achieving client goals

## EXPERIENCE

### Freelance Designer

1998 to Present

Manage and lead execution of marketing projects from start to finish, while maintaining client protocols and exemplary design standards. Oversee all vendor deliverables and serve as primary point of contact.

- Developed brand and directed marketing launch for Big Red Sun.
- Designed and produced catalog for global automotive distributor Axiom Automotive Technologies.
- Produced collateral, print and online ads for local women's athletic boutique Bettysport.
- Conceived and continue to maintain brand for Royal Blue Grocery.
- Created monthly html email campaigns for Live Chat, a product of BoldSoftware.
- Designed and produced marketing collateral for Green Mountain Energy.

### Marketing Communications Manager

1991 to 2008

Axiom Automotive Technologies/Transtar Industries  
Cleveland, OH

Managed variety of projects in high-end corporate marketing department; produced eye-grabbing brochures; directed event planning display design and marketing collateral for 40+ locations in US and Canada.

## EDUCATION

Bachelors Degree in Liberal Arts from the University of Texas at Austin