

KRISTIN BOWEN

ART DIRECTOR / DESIGNER

Enthusiastic, creative problem solver with an eye for detail who is passionate about innovative ideas, a collaborative environment, and inspirational design for both digital and print.

EXPERIENCE

Art Director - Contract (previously Senior Designer)

JUNE 2020 – PRESENT

Sam's Club

Concept, design & execute engaging omni-channel creative to support driving revenue, awareness, and other strategic initiatives. Channels include homepage, onsite, social, email, app, club signage, push notifications, and online ads. Elevate the Sam's Club brand's look-and-feel through compelling and effective creative to provide a seamless customer experience. Collaborate cross-functionally with Marketing, Design, Content, and Producer teams in a deadline driven environment. Art direct multichannel campaigns and projects for both our internal team and outside agencies.

Freelance Designer

AUGUST 2019 – MARCH 2020

Verkada

Execute integrated content across multiple channels, including Demand Generation, Growth, Marketing/Sales, and Internal Communications. Collaborate with Marketing and Product to support B2B strategic initiatives in a deadline driven environment.

Designer - Contract

OCTOBER 2018 – MAY 2019

Helix

Work collaboratively and cross-functionally with Marketing and Product to support B2C and B2B strategic initiatives. Evolve the brand through a refreshed visual design system by updating the brand guidelines, iconography, color palette, and other visual elements. Executed on emails, landing pages, the Helix app, social, marketing for product launches, and UI design.

Senior Designer (previously Graphic Designer)

JUNE 2012 – OCTOBER 2018

Shutterfly, Inc.

Concept, design & execute engaging integrated content across multiple channels in a deadline driven environment. These channels include CRM email, site, app, direct mail, and social. Supported strategic initiatives, such as brand awareness and campaigns, and helped to drive sales for key promotions. Present concepts and designs to internal clients ranging from team shareouts to presenting peak seasonal creative to general managers and executive staff.

Oversee the Shutterfly site and art direct projects for both our internal team and outside agencies. Projects include various site creative such as the Shutterfly homepage, landing pages, banners, and templates and assets for newly responsive and expansive pages.

Act as the Creative Liaison in charge of cross-functional partnership between the internal creative team and site team members (including Ecommerce business partners, merchadisers, and the UX team). Responsibilities include maintaining channel alignment, assess team bandwidth, facilitating effective feedback and implementation, and collaborating on various projects.

DETAILS

kristinbowen.com

916.747.7401

Northern California

kristinbowen87@gmail.com

EDUCATION

BFA, Graphic Design

2008-2012

Academy of Art University

TOOLS

Adobe Photoshop

Adobe Illustrator

Adobe InDesign

Sketch

Microsoft Office

HTML & CSS

Adobe Premiere Pro

INTERESTS

Good design

Traveling

Photography

Baking

Binging shows

Sushi

Board games

EXPERIENCE CONT'D

Interview and manage site team's interns by helping to onboard, mentor, and manage work bandwidth.

Designed Shutterfly's first cross-channel Mobile Guidance. Collaborated with team to analyze & adapt current mobile trends to be implemented into Shutterfly's digital creative including CRM emails, animated assets, app, and site. Updates to CRM templates saw 5x growth in daily app installs after rolling out in June 2017.

Concepted & art directed photography for various initiatives & projects including, the FavePix app, the 2014 Holiday Gift Guide, and various Shutterfly partnerships (including David's Bridal and Macy's).

Refreshed the Shutterfly brand, including a new logo and brand strategy. Designed the Shutterfly brand guidelines book and developed specifications around logo, brand design elements, and photography usage for the new brand expression.

Freelance Designer

JANUARY 2009 – PRESENT

Branding, web, and print work for various clients.

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