

KRISTIN BOWEN

ART DIRECTOR / DESIGNER

Multidisciplinary designer passionate about bold ideas, brand storytelling, and seamless experiences across digital and print. I bring strategy, smart systems, and thoughtful design together to create pixel-perfect work in a collaborative environment.

EXPERIENCE

Creative Lead/Designer

APRIL 2022—PRESENT

Arona, LLC

- Co-created and launched Alphabet Crossing, an educational board game that builds early literacy through play.
- Designed board game, packaging, rulebook, and marketing and web assets from concept to production.
- Launched aronagames.com and ran all aspects of digital marketing: content creation, social media, product photography, and email.
- Managed order fulfillment, local POS signage, and customer support.

Impact: Successfully launched a passion project into a real brand from the ground up with national reach as a two-person indie board game company.

Design Lead - Global Content Studio

JUNE 2022—MARCH 2024

eBay

- Designed 90+ “Buyer Inspiration” emails and campaigns to spark ideas and boost discovery—sent to US, UK, and DE markets (1B+ sends), increasing engagement and CTR by 1-2%.
- Co-led creation of eBay’s global Email Design System using Figma + UEP Composer to deliver modular, scalable designs across teams.
- Led training and onboarding for new team members, created in-depth design system documentation, and cross-collaborated with MarTech, Creative Ops, and developers.
- Directed design for eBay Live events and high-visibility comms, establishing scalable templates under aggressive timelines.
- Sourced and built an internal photography library, reducing creative lift and aligning assets with brand guidelines.

Impact: Improved perception of eBay marketing comms and drove engagement across multiple email verticals.

Art Director - Contract (previously Senior Designer - Contract)

JUNE 2020—JUNE 2022

Sam’s Club

- Directed and designed omni-channel marketing creative across homepage, app, social, in-club signage, email, and ads.
- Partnered cross-functionally with internal teams and agencies to launch campaigns that drove revenue and elevate brand equity.

Freelance Designer

AUGUST 2019—MARCH 2020

Verkada

- Produced integrated B2B campaigns, internal comms, and product marketing assets with a fast-moving creative team.

DETAILS

kristinbowen.com

kristinbowen87@gmail.com

Remote / NorCal

SKILLS & TOOLS

Design & Tools

Figma, Photoshop, Illustrator, InDesign, Sketch

Motion & Media

Adobe Premiere Pro, Photography, Email Animation Support

Web & Marketing

Social Media Design, Shopify, Wix, Basic HTML/CSS

Leadership

Art Direction, Brand Systems, Team Onboarding, Cross-functional Collaboration

AI Tools

Adobe Firefly, ChatGPT, Midjourney (for image creation & copywriting support)

EDUCATION

BFA, Graphic Design

2008-2012

Academy of Art University
San Francisco, CA

INTERESTS

Good design, travel, photography, baking, binging K-dramas, board games

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EXPERIENCE, CONT.

Designer - Contract

OCTOBER 2018—MAY 2019

Helix

- Updated brand system, iconography, and digital assets for consumer and enterprise marketing.
- Designed marketing emails, banners, landing pages, app UI, and social content to support product launches and brand growth.

Senior Designer (previously Graphic Designer)

JUNE 2012—OCTOBER 2018

Shutterfly, Inc.

- Led homepage, campaigns, promotions, CRM emails, and social content across high-volume, fast-paced seasonal timelines.
- Directed site refreshes and peak seasonal marketing efforts in collaboration with UX, eComm, and executive stakeholders.
- Part of the team behind the Shutterfly rebrand. Designed key assets and the brand style guide book.
- Served as Creative team liaison with Marketing & Engineering to align strategy, bandwidth, and creative execution.
- Presented major campaigns and brand work to senior leadership and GMs, supporting major promotional events.
- Mentored junior designers and played a pivotal role in maintaining creative consistency and operational excellence across a growing in-house team.

DETAILS

kristinbownen.com

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Motion & Media

Adobe Premiere Pro, Photography, Email Animation Support

Web & Marketing

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