



# Kristen Herrmann

cmykristen.com | herrmannkr@gmail.com | 216-402-3492 | Pittsburgh, PA

## SKILLS

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Javascript, HTML, CSS, Layout Design, Branding, Typography, Lettering, Illustration, Type Management, Creative Direction, Conceptualization, Photo Retouching, Motion Graphics

## SOFTWARE

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Photoshop, Illustrator, InDesign, After Effects, Windows/Mac OS, Bash, Github

## EDUCATION

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*Cornell University*  
Web Design & Development Certificate,  
March 2023

*Edinboro University of Pennsylvania*  
B.F.A. Graphic Design, December 2013

## HONORS

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**Honorable Mention**  
American Advertising Awards (ADDYs)

**Bauhaus Award**  
Presented by Ellen Lupton at the  
Edinboro Senior Graphic Design Show

**Featured Work**  
French Paper Sample Room Blog  
[www.frenchsampleroom.com](http://www.frenchsampleroom.com)

## ET CETERA

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Enjoys spotting typefaces in the wild.  
Studying Japanese. (はじめまして!)  
Avid video-gamer.  
Unapologetically loves cats.

## REFERENCES

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Available upon request.

## ABOUT

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Hi there! I'm Kristen. I strive to tell stories through thoughtful design. I'm a graphic designer and budding frontend developer. My background is in advertising, and I love typography. Let's make something rad.

## EXPERIENCE

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### **Independent Contractor**

Sept 2018–present

Conceptualized and produced a wide variety of work, including:

- Short-form paid social media
- Printed collateral
- Package design edits

Clients include: Bolthouse Farms, Winc, Agency 2.0

### **Frontend Apprentice, Viable Industries**

Pittsburgh, PA | June 2022–Aug 2022

- Studied programming fundamentals, Javascript, HTML and CSS
- Learned and used Github bash commands
- Designed, coded and published web demos

### **Designer, Astek**

Van Nuys, CA | Dec 2019–Oct 2021

- Designing patterns, large scale murals and signage to be used in high-visibility interior/set design based on client specifications
- Color matching designs to Pantone and paint chip color
- Organizing projects and milestones simultaneously on tight deadlines
- Formatting files for in-house large-scale production

Clients include: Netflix, Kate Spade, Sherwin Williams

### **Graphic Designer, KicKee Pants**

Venice, Los Angeles, CA | Feb 2018–Sept 2018

- Designed marketing content for print and social media
- Owned creation of product line sheets and catalogs
- Produced apparel patterns
- Designed and built emails in MailChimp

### **Graphic Designer, Smith Brothers Agency**

#### **Junior Graphic Designer, Smith Brothers Agency**

Pittsburgh, PA | Jan 2014–June 2017

- Designed a variety of projects including print collateral, digital marketing touchpoints, and supporting campaign creative
- Created social media videos and animations
- Assisted with art direction
- Packaged projects for print

Clients include: J.M. Smucker, Baskin-Robbins International, Nestlé Drumstick