



TECHNOLOGY + SKILLS

SOFTWARE

Proficient in: Adobe Creative Suite, Microsoft Office Suite, HTML, CSS

OTHER APPLICATIONS

Wrike, Pivotal Tracker, LiquidPlanner, Asana, Dropbox, Slack, Google Drive, Wordpress, Wix, Squarespace, Gather Content, Fetch, Typekit

EDUCATION + DEGREES

Associate of Applied Science, Visual Communications
— Chemeketa Community College

Diploma of Web Design
— Art Institute of Pittsburgh

COURSES

Color Theory, Typography, Art History, Illustration, Oil Painting, Digital Imaging, Interactive Web Design, Interactive Authoring, Basic Web Scripting, Web Development

CONTACT

Kristi Simmons

Bend, Oregon | Graphic Design
503-888-9909
kristi@persimmon-creative.com
www.persimmon-creative.com

CREATIVE EXPERTISE + EXPERIENCE

WEB DESIGN/LEADERSHIP

December 2012 - May 2017, Sr. Design Specialist

G5 Search Marketing • Bend, Oregon

- Creative leader and subject matter expert
- Mentor/manager of Design Specialists
- Uphold brand standards while developing creative solutions that follow current trends and industry best practices
- Transform marketing data and communication strategies into effective creative solutions
- Create compelling and appealing visual designs for print and web projects

PUBLICATION DESIGN/LAYOUT/PRODUCTION

February 2009 - December 2012, Art Director

True North Parenting Magazine • Bend, Oregon

- Collaboration and concepting for bi-monthly release of publication
- Art direction given to illustrators and photographers upon receipt of edited content
- Source models, clothing, locations, direct and style photoshoots
- Produce creative solutions for advertisers for print and web
- Layout, production, preflight and proof of magazine on print schedule
- Creation of the magazine's promotional materials, including media kits

December 2008 - May 2011, Graphic Designer

The Source Weekly/Lay it Out Events • Bend, Oregon

- Layout and design of publication, while maintaining newspaper quality print specifications
- Collaborate with a variety of advertisers to create successful marketing solutions for print
- Art direction and style of photoshoots, fashion features, and editorials

April 2007 - September 2008, Graphic Designer

Cutter Communications, Bend Living, Bend Living HOME + Bend Business Review • Bend, Oregon

- Magazines (winner of two Maggie Awards) • Bend, Oregon
- Collaborated closely with Writers, Photographers, Art Director, and Account Managers
- Photo editing, layout, and maintaining magazine brand and paragraph styles
- Production, export to pdf, preflight for print, and upload final files to printer ftp site on deadline
- Creation of other promotional pieces as needed such as postcards, invitations, and media kits

PRINT

July 2006 - January 2007, Graphic Designer/Production Artist

The Printing Post • Redmond, Oregon

- Production of print ready materials that maintain industry print specifications and standards
- Collaborate with sales staff, print shop customers, and pressmen to create successful printed materials
- Client projects ranged from creating posters, business cards, logos, invitation design, and brochures

