


Krista Kremin

DESIGN

CONTACT

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EDUCATION

BACHELOR OF ARTS, GRAPHIC DESIGN

SUNY Oswego, Oswego, NY
2009

ADVANCED REGENTS DIPLOMA, SPANISH

Cicero-North Syracuse HS, Cicero, NY
2005

SKILLS

InDesign
Photoshop
Illustrator
Dreamweaver
Social Media Platforms for Business
Photography
Quark XPress
Microsoft 365
WordPress
Mac & Windows Platforms

AWARDS & SHOWS

2012 MARCOM AWARDS

Platinum Winner in Catalog Design Category

46TH ANNUAL JURIED STUDENT ART EXHIBITION

SUNY Oswego
2009

BACHELOR'S OF ART EXHIBITION

Oswego Art Association, Oswego, NY
2009

45TH ANNUAL JURIED STUDENT ART EXHIBITION

SUNY Oswego
2008

REFERENCES

Available upon request.

PROFESSIONAL EXPERIENCE

GRAPHIC DESIGNER

Fulton Thermal Corporation | 2015 – Present

Provide marketing and design support to several business units, each with their own distinct line of products, targeted marketing segments and individual marketing campaigns. Design and develop marketing collateral such as trade publication advertisements, brochures, business cards, line cards, apparel designs, trade show signage, and initial trade show booth layouts. Also play a key role in internal communications via internal monitor slides, employee newsletters, emails, posters and signs. Assist in updating technical drawings and diagrams for use in installation and operation manuals, update product identification plates and labels in accordance to industry safety standards and requirements. Assist in planning several different trade shows, sales trainings and meetings throughout the year. Member of several different committees within the company outside of normal duties, such as wellness committees and co-captain of the company's participation in local Relay For Life chapter. Provide design and marketing support to all aspects of the business functioning in Latin America, Canada, Great Britain, and China. Responsible for photography within the company, both focusing on products manufactured on-site, and employees' activities and achievements.

FREELANCE GRAPHIC DESIGNER

PPC Broadband, Inc. | 2018 – Present

Provide design support on an as-needed basis, approximately 4-8 hours weekly. Responsible for designing and updating product specification sheets, installation directions and visuals, product catalogs, and other forms of sales collateral.

GRAPHIC DESIGNER

Southern Sudan Health Care Projects | 2008 – Present

Develop the organizations brand identity to implement across all marketing collateral. Designed promotional materials to include logos, business cards, newsletters, letterheads, brochures, PowerPoint templates and initial website presence. Led a workshop informing other non-profit organization on how to use social media to promote their message, events, and activities.

GRAPHIC DESIGNER & SECRETARY

Andrews Memorial, Trinity, and Faith Journey United Methodist Churches | 2014 – 2016

Complete and print Sunday bulletins for both churches, along with creating monthly newsletters, logos, identity systems, Power Point templates, and brochures. Responsible for promoting both churches' events within the congregation and into the community. Also performed secretarial tasks such as scheduling events and meetings, managing files, email correspondence and answering the phones.

GRAPHIC DESIGNER

WYNIT Distribution, LLC | 2010 – 2013

Created and published national level advertising campaigns, direct mail pieces, and trade show materials for several business units within the organization including consumer electronics, photography, and security industries. Was responsible for the design and production of the company's outdoor industry catalog on a yearly basis, in addition to as many as three bi-annual specialty magazines each year. Managed relationships with print vendors to oversee advertising placements and the production of marketing collateral. Designed web banners for outgoing electronic media communications and national advertising campaigns. Catered to the graphics needs of internal clients as well as create promotional materials for internal contests and promotions.