



Kristen Cox

Freelance Graphic Designer

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ABOUT ME

I'm Kristen, Freelance Graphic Designer with over 10 years experience specializing in branding, print layout & digital illustration.

From logo design and product development to business cards and brand identity development, I'm here for all of your graphic design needs. Based out of Nashville, Tennessee, I am an experienced graphic designer who uses strategy and objective thinking to ensure that your project goals are not only met, but exceeded.

For the last 8 years I worked as Senior Product Designer developing home accessories sold at Target, HomeGoods and several other large retail stores. I have experience with product photography, package design, planogram layout, and designing marketing materials to promote the products both Business-to-Business and direct to consumer.

Additionally, I run an Etsy shop, CrazyCurlyCreative, where I sell customized invitations and party supplies. You can usually find me on the computer in the back of our family's packing and shipping store, PostalAnnex, working on logo and business card designs, flyers, menus, or custom banners for our customers.

I enjoy challenges and problem-solving. I am optimistic and talented and I would love the opportunity to design for you.

WORK EXPERIENCE

Freelance Graphic Designer, KCoxCreative /// 2017-present

- Various projects: Logo Design, Corporate Identity, Branding, Social Media, Medical Illustrations, T-shirt Design, Invitation Design, Tradeshow Banners, Menu Design, Yard Signs, Package Design, and more.
- Etsy Shop Owner: CrazyCurlyCreative.etsy.com - Custom Invitations and Party Supply

Senior Designer, Prod. Dev. @ BP Industries, Inc. /// 2009 - 2017

- Designed frames, mirrors, and other wall décor items at a multi-million dollar manufacturer with sales channels across retail stores including Target, HomeGoods, TJMaxx, AT HOME, Burlington, etc.
- Analyzed business and market trends to identify opportunities in the product assortment
- Created sales and marketing materials, presentations and product packaging
- Promoted from Graphic Designer to Senior Product Designer in 2010

Marketing Manager @ Hartmann Luggage /// 2007 - 2009

- Managed and designed all marketing creative for luxury luggage brand from concept development through final execution. Projects comprised of product and merchandising creative, POS materials, national promotions and ad campaigns, in-store signage, catalogs, web graphics, and trade show graphics
- Coordinated scheduling & promotions to ensure that all marketing needs were met between sales channel, outlet stores, e-commerce & product managers
- Promoted from Marketing Assistant to Marketing Manager in just 6 months

Marketing Coordinator @ Little Lambs Fundraising /// 2006 - 2007

- Assisted the marketing manager in putting together fundraising campaigns.
- Created graphics, selling brochures, website, product/fact sheets, logos, & other promotional items.

PROFESSIONAL SKILLS/EDUCATION



Graphic Design • Photography • Branding
Mechanical Drawings • Product Design
Copywriting/ proofing • Mac and/ or PC

Art Institute of CA- San Diego /// 2003 - 2005

Bachelor of Science in Advertising Design- Graduated in 2005 with Highest Honors

Riverside Community College /// 2001 - 2003

Associate of Arts- Graduated in 2003 with High Honors
General Education, Fine Art, Color Theory, & Figure Drawing