

Kristin M. Wilson

Chicago, Illinois • kristin.m.wilson@hotmail.com • www.kristinmarie.xyz

CREATIVE LEADER | SENIOR DESIGNER

Passionate and strategic design leader driven by integrity and purpose. Experienced in print, digital, and multi-channel campaigns, with a track record of award-winning work and creative leadership across diverse industries. Skilled in building high-performing teams, streamlining systems, and pushing creative boundaries.

WORK EXPERIENCE

In House Home Maintenance

2024 - Present

Director of Marketing | Creative Director

- Directed the visual evolution of the brand across all touchpoints, ensuring design excellence and consistency in every customer interaction
- Led development of brand guidelines and toolkits to ensure cohesive design execution across departments and platforms
- Championed a design-first approach to marketing, integrating compelling visuals with strategic messaging to enhance campaign effectiveness

Ace Hardware Corporation

2022 - 2024

Senior Art Director

- Redesigned creative brief process to streamline business needs and shorten turnaround times resulting in 44% fewer proof rounds and reducing overall time spent by ~20 hrs per project
- Led creative direction and full rebrand for Ace's Direct Mail program sending over 119 million direct mail pieces annually
- DAM specialist responsible for maintaining Ace Hardware's digital asset library (Brandfolder), designing and leading regular department-wide and cross-departmental training sessions
- Art directed monthly on-set product photography shoots for in-store ads, direct mail, & circular

Michael Coleman Creative Services

2021 - 2022

Associate Creative Director

- Developed a high-performing design team supporting well known brands like Loews and Hilton
- Designed, tested, and implemented a new project management software company-wide allowing for increased productivity, providing measurable results per project, and integrating overlapping teams
- Facilitated weekly team meetings and one-on-ones, enhancing employee engagement and fostering team professional growth
- Enhanced client relationships by serving as a project manager and liaison, leading kickoff calls and presentations, resulting in improved project satisfaction within 3 months.

Summa Media

2020 - 2021

Senior Graphic Designer

- Led visual design strategy for multi-channel campaigns across print, digital, and social platforms, supporting diverse client industries
- Mentored junior designers and contractors, providing creative direction and feedback to uphold quality and brand consistency
- Presented concepts and creative rationale directly to clients, gaining buy-in and strengthening client relationships

Angelic Flowers

2019 – 2020

Marketing and Creative Design Coordinator

- Planned, designed, and implemented the roll-out of a new point-of-sale system and eCommerce site boosting productivity and volume capacities
- Designed and executed several large-scale targeted marketing campaigns the results of which boosted Valentine's Day sales by 60% YoY from 2019-2020
- Managed staffing and logistics for Mother's Day and Valentine's Day by training temporary employees, implementing organizational processes for order-taking and day-of product management, coordinating delivery driver routes, and solving customer and employee problems throughout the holiday rush

Feeding Children Everywhere

2018 – 2019

Graphic Designer/Marketing Coordinator

- Art directed product photoshoots and completed post-production photo editing
- Created content for and spearheaded marketing campaigns

Angelic Flowers

2018 – 2019

Graphics/Marketing Specialist

- Created and integrated a complete company re-brand including branding package, website redesign, updated print materials, trade show collateral, and more.

University of Central Florida

2015 – 2018

Graphic Design Manager

- Led a team of 2 designers by planning and executing graphic design and marketing strategies for UCF English Language Institute and UCF Study Abroad programs

Graphic Designer

- Led creative direction for two award-winning design campaigns
- Managed Social Media Accounts (daily posts and marketing campaigns)

EDUCATION

Bachelor of Fine Arts (B.F.A.) in Graphic Design

University of Central Florida

AWARDS & SCHOLARSHIPS

Employee of the Quarter (Q3)

2023

Ace Hardware Marketing

Employee of the Quarter (Q2)

2023

Ace Hardware Creative Services

Employee of the Year

2017

UCF Recreation and Wellness Center

1st Place Creative Excellence Award

2017

NIRSA