



# Kristy Petroff

SENIOR GRAPHIC DESIGNER & PHOTOGRAPHER

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## Portfolio @ [www.hatetofakeit.com](http://www.hatetofakeit.com)

An accomplished and creative Senior Graphic Designer with over ten years of experience and demonstrated ability. Able to manage multiple projects, prioritize tasks and meet deadlines while maintaining the pixel perfect attention to detail required when producing high quality graphics, that contribute to the growth and success of a company. Excited to work on new projects and find solutions independently or in collaboration with a team. A loyal, hard-working and versatile designer I'm seeking a position that utilizes my creative skills in a challenging work-environment and to be part of something bigger than myself.

Adobe Creative Suite, WordPress themes, HTML, CSS, W3C Compliant, Microsoft Office programs, MailChimp, Constant Contacts, Magento E-Commerce System, Mac and PC.

## Career History

### **Sole Senior Graphic Designer** Oct, 2005 – Aug, 2013

X-1 Audio Inc., formally H2O Audio Inc., San Diego, Ca

The leader in waterproof, weatherproof and sweatproof headphones, cases and accessories for athletes, with over a decade of technological innovation including 7 registered patents and approximately \$5M in annual sales. There I was responsible for:

**Web Design and E-Commerce Development:** Website design and development, landing pages, created weekly sales driven newsletters for 35,000+ subscribers, web banners, 3<sup>rd</sup> party website skin ads and content development.

**Graphic Design and Print:** Print ad campaigns, catalogs, datasheets, B2B sales guides, POP displays, promotional and event specific postcards, stickers, t-shirts, event booth design, large scale tradeshow graphics, banner flags and pop-up tents.

**Packaging Design and Die-lines:** Created hangtags, box and clamshells, unique packaging for big-box retailers such as Apple, REI, Costco, Dick's Sporting Goods. Developed product instruction manuals photos and copy writing.

**Photography and Art Direction:** Product and lifestyle RAW format photography for packaging and online store, photo editing, art directed studio and on location photo shoots with 3<sup>rd</sup> party photographers for packaging and ad campaigns.

## Education

### **Art Institute of California San Diego**

June 2001 – Dec, 2004

Bachelor of Science  
in Interactive Media Design

## Career Highlights

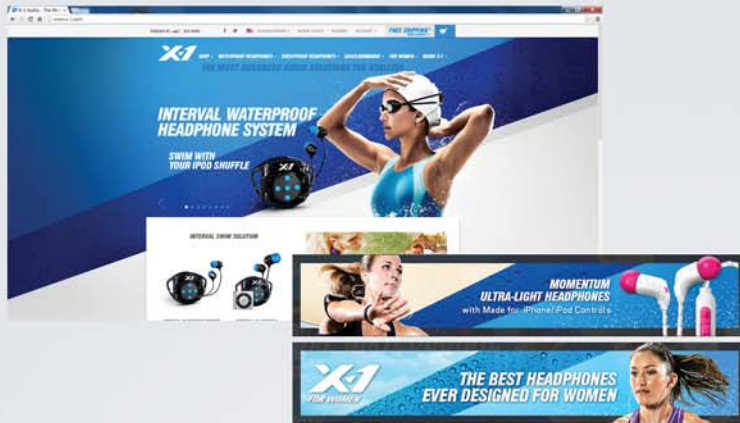
- Named on a patent for reflective headphones cables.
- Art directed high profile photo shoots with Olympic and Professional athletes.
- Re-branded a company and product line in less than a year with in-house team members and an outside agency.
- Creative design for multiple high return product launches.
- Launched one of the first specially designed sports headphone and armband line for women.
- Tradeshow event experience, organizing, setting up and selling. Rock 'n' Roll Marathon, Women's Running Series, Tri Rock, LA Marathon, Surf Expo and Outdoor Retailer.
- Own photography equipment DSLR camera, lens, lights and more.

## Freelance Clients

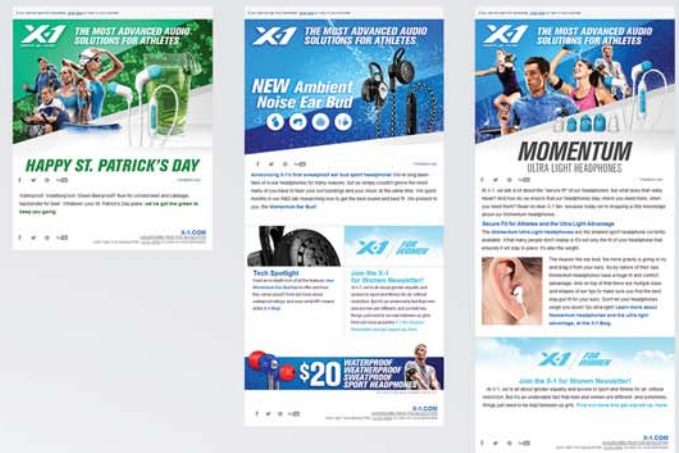
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| Temecula Neuropathy.....             | WordPress Website <a href="http://www.temeculaneuropathy.com">www.temeculaneuropathy.com</a>                     |
| Yardage Town.....                    | WordPress Website <a href="http://www.yardagetown.com">www.yardagetown.com</a>                                   |
| Bare & Petroff Attorneys At Law..... | WordPress Website <a href="http://www.barepetroff.com">www.barepetroff.com</a>                                   |
| Watershot Inc. ....                  | Packaging Design, Product Photography and Manual Design <a href="http://www.watershot.com">www.watershot.com</a> |
| Blast Motion Inc. ....               | Packaging Design   |
| BCS Real Estate Services Inc. ....   | WordPress Website <a href="http://www.bcsrealestateservices.com">www.bcsrealestateservices.com</a>               |



## Web Development



## Newsletters



## Print Ad Campaigns



## Packaging



## Print Catalogs



## Large Scale Event Graphics



## Photography

