



Kristy Petroff

SENIOR GRAPHIC DESIGNER & PHOTOGRAPHER

Portfolio @ www.hatetofakeit.com

An accomplished creative Senior Graphic Designer with over twelve years of experience and demonstrated ability. Able to manage multiple projects, prioritize tasks and meet deadlines while maintaining pixel perfect accuracy required for 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 graphic designer I'm seeking a position that utilizes my creative skills in a challenging work-environment and to be part of something bigger.

Adobe Creative Suite, WordPress themes, HTML, CSS, Responsive Design, W3C Compliant, Microsoft Office programs, MailChimp, Constant Contacts, Magento, Mac and PC.

Career History

Packaging Designer July, 2016 – April, 2017

J!NX Inc., Poway, Ca

There I was responsible for creating original packaging designs for mass market, specialty and international retail – toy sets, blind boxes, collectible series, apparel hangtags, accessories hangers, control display units/POPs, custom dielines, patterns, security stickers, holographic hat stickers, created simple vector illustrations, prototype packaging as well as handle daily packaging updates.

Worked on video game license Brands: Minecraft, Overwatch, Rocket League, The Witcher III, Halo, Counter Strike, World of War Craft, Heroes of the Storm, and Hearthstone.

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: Responsive website design and development, landing pages, created weekly sales driven newsletters for 35,000+ subscribers, Amazon product pages, web banners, 3rd 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 3rd 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

2005 – Current

WordPress Websites

www.FMMedCenters.com

www.YardageTown.com

www.KressStudio.com

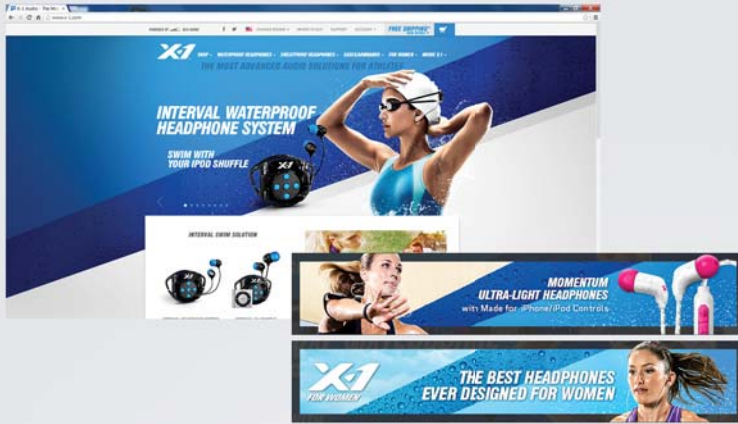
www.TemeculaSpinalDecompression.com

Packaging Design & Product Photography

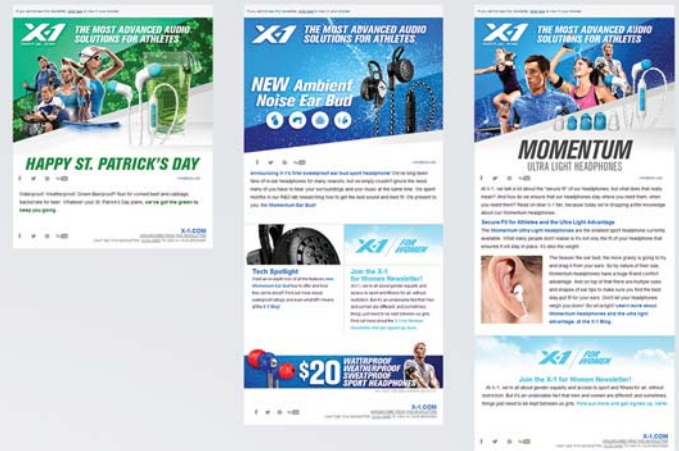
H2O Audio Inc.

Watershot Inc.

Web Development



Newsletters



Print Ad Campaigns



Packaging



Print Catalogs



Large Scale Event Graphics



Photography

