



# KRISTY PETROFF

SENIOR GRAPHIC DESIGNER & PHOTOGRAPHER

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. EXCITED TO WORK ON NEW PROJECTS FINDING CREATIVE SOLUTIONS INDEPENDENTLY OR IN COLLABORATION WITH A TEAM. I'M A WELL ROUNDED, HARD-WORKING AND VERSATILE GRAPHIC DESIGNER LOOKING FOR A POSITION THAT IS CHALLENGING, UTILIZES MY CREATIVE SKILLS AND TO BE A PART OF SOMETHING BIGGER THAN MYSELF.

## WHAT I KNOW

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

## PACKAGING DESIGNER July 2016 – April 2017

JINX Inc., Poway, Ca

Responsible for creating original packaging designs for video game brands Minecraft, Overwatch, Rocket League, The Witcher III, Halo, Counter Strike, World of War Craft, Heroes of the Storm, and Hearthstone. Designing 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, illustrations, prototype packaging and handling daily packaging updates.

## 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, webskin 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:** Producing hangtags, clamshells and unique packaging for big-box retailers such as Apple, REI, Costco and Dick's Sporting Goods. Developed product instruction manuals photos and copy writing.

**Photography and Art Direction:** RAW format product and lifestyle photography for packaging and online, photo editing, maintaining and organizing art server. Experience leading a design team and interns as well as art directed studio and on location photo shoots with third party photographers.

## 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

[www.NewAgeElectric.com](http://www.NewAgeElectric.com)

[www.FMMedCenters.com](http://www.FMMedCenters.com)

[www.YardageTown.com](http://www.YardageTown.com)

[www.KressStudio.com](http://www.KressStudio.com)

### PACKAGING DESIGN & PRODUCT PHOTOGRAPHY

H2O Audio Inc.

Watershot Inc.

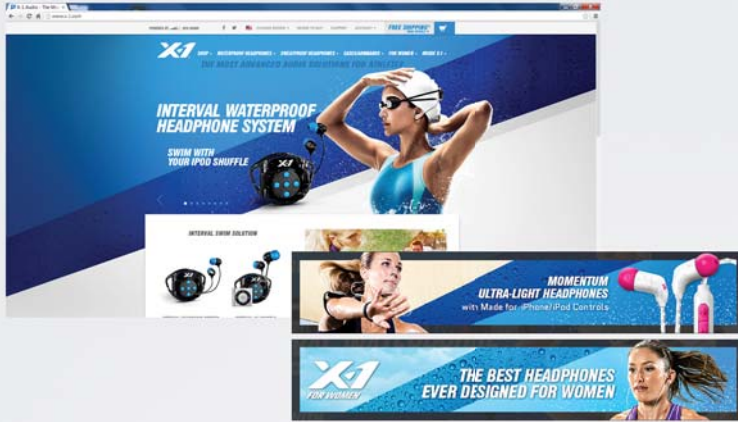
PORTFOLIO AT [WWW.HATETOFAKEIT.COM](http://WWW.HATETOFAKEIT.COM)



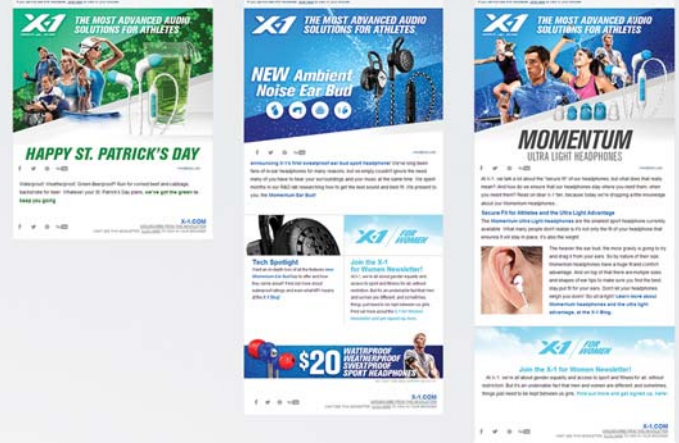
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## WEB DEVELOPMENT



## NEWSLETTERS



## PRINT AD CAMPAIGNS



## PACKAGING



## PRINT CATALOGS



## LARGE SCALE EVENT GRAPHICS



## PHOTOGRAPHY



PLEASE SEE FULL PORTFOLIO [WWW.HATETOFAKEIT.COM](http://WWW.HATETOFAKEIT.COM)