

# KRISTEN VILLALONGO

## ART DIRECTOR GRAPHIC DESIGNER

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### SKILLS

**Creative:** Art direction, concept development, editorial, catalog, advertising, direct mail, signage, branding and collateral (logos, letterhead, business cards, sales materials, internal docs, etc.), packaging, sell sheets, infographics, white papers, ebooks, websites, email blasts, web banners, directing photo and video shoots, storyboarding, typography, digital retouching, production, etc.

**Technical:** Adobe Creative Cloud (InDesign, Photoshop, Illustrator, Acrobat, Dreamweaver), Microsoft Office (PowerPoint, Word, Excel), Quark Xpress, printing & publishing

### EDUCATION

Rochester Institute of Technology, 2003-2007  
Rochester, NY  
Bachelor of Fine Arts  
Graphic Design (Major)  
Communications (Concentration)

### HONORS, AWARDS, & ACTIVITIES

**Hermes Creative Awards:** Platinum & Gold awards for Catalog Design and Pro Bono Campaign Design

**Davey Awards:** Gold & Silver awards for Catalog Design, Marketing Effectiveness, Multi-Page Editorial, Cover & Interior Spreads, and B2B Integrated Campaign

**Pearl Awards:** Gold, Silver & Bronze awards for Best Web Magazine, Best Proof of ROI, and Best E-Newsletter

**Pinnacle Award:** Best of Category

**RIT Dean's List: & Honors Show**

**People to People Student Ambassador**

**Hobbies:** Interior design, DIY, fashion, art, photography, real estate, travel, snowmobiling, sporting events, antique automobile restoration, and creative domination (at least through my kids' eyes).

### ABOUT ME

I am a passionate creative professional who takes pride in my eclectic design past. From print to digital, photographic to video, I bring a fresh approach and unique perspective to each job that I do – even under the most demanding timelines. I have proven experience leading teams to create award-winning marketing materials that drive results. My well-rounded design aesthetic allows me to easily work within any brand's set of guidelines, or bring something new and different to the table. I am a team player, both leading and collaborating with colleagues and clients in any way necessary to deliver successful creative concepts.

### EXPERIENCE

#### Art Director, Owner | KRISTEN VILLALONGO DESIGN

2006-present

I work with my clients in all areas of design – whether they need entire campaigns conceptualized from the ground up, or if they need someone to get down-and-dirty with ongoing production work. Managing budgets, vendors, timelines, and sometimes their own internal teams or clients is all part of the package.

**Clients:** The GW Group/Ameriprise, Watermill Group, Three Dories, Charles River School, Nashoba Brooks School, Global View Communications, Tufts Health Plan, EMC, iRobot, BB2 Consulting, McGladry, Novartis, General Digital, Digital Bungalow, Eat Well Feel Good Paleo Cookbook, FM Global, FitForce, Eitz Chayim Synagogue, Simplified by Suzanne, Hands Free Vehicle Technologies [HFVT], Signatures Magazine, etc.

#### Art Director | KING FISH MEDIA

May 2008-December 2016

As the leader of KFM's creative studio, I was responsible for managing internal and external team members including graphic designers, illustrators, photographers, print vendors, and developers, and working alongside account directors, project managers, and members of the sales team to deliver creative solutions to a multitude of clients. I not only managed the agency's day-to-day schedules and award-winning deliverables, but I also developed and participated in pitches to successfully expand their client base.

**Clients:** Keurig, Wall Street Journal, Sydney Evan, Zappos, Eddie Bauer, David's Bridal, Ameriprise, Penske, Kretschmer, PartyLite, IBM, Boston Market, BBVA, Copyright Clearance Center, Smart Enterprise, etc.

**Graphic Designer | MAINELY MEDIA, LLC 2007-2008**

**Graphic Designer | JOURNAL TRIBUNE 2006-2007**

**Graphic Designer | REPORTER MAGAZINE 2005-2006**