

Kristin M. Nelson

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PROFILE

Seasoned design leader specializing in interior, corporate, and experiential environments for financial institutions. Expert in shaping high-impact, three-dimensional brand experiences that translate business goals into compelling spatial solutions. Delivers strategic, holistic, and scalable design systems that seamlessly integrate interior design, environmental graphics, and execution from concept through implementation.

EXPERIENCE

Designer Director, Branded Environments (Feb. '22 - Present)

PWCampbell - Pittsburgh/Huntingdon, PA

- Directs design efforts for interiors and retail environments, ensuring cohesive, on-brand solutions across individual branches and full networks.
- Guides the visual and experiential design approach, integrating interior design, environmental graphics, and architectural considerations.
- Mentors designers through hands-on collaboration, feedback, and skill-building to maintain a culture of design excellence.
- Establishes efficient processes that support clarity, timing, and quality across all project phases.
- Partners with sales, internal teams, and clients to define project goals, scope, and brand alignment.
- Leads internal and external project meetings to ensure accurate communication and smooth implementation.
- Ensures consistent, high-quality output through trend awareness, design reviews, and strategic guidance.

Interior Designer, Branded Environments (Feb. '18 - Jan. '22)

PWCampbell - Pittsburgh/Huntingdon, PA

- Produced interior design concepts, environmental graphics, and branded spatial experiences.
- Create computer-generated 3D renderings, plans, elevations, and material palettes to communicate design intent.
- Developed 2D graphics using Adobe Creative Suite for environmental and branded applications.
- Ensured all design solutions supported brand identity and enhanced the customer experience.

Exhibit Designer (Feb. '12 - Jan. '18)

Grapevine Visual Concept - Southampton, PA

- Designed trade show booths and interior environments for a variety of diverse clients
- Partnered with account executives and clients to establish brand identity and scope of the project
- Researched vendor capabilities and collaborated with team members to provide current aesthetic and technology trends
- Effectively presented and visually communicated design concepts through 3D renderings
- Estimated job costs by compiling information gathered from production team and vendors
- Facilitated project meetings to ensure details and specific project information was communicated to necessary parties

Design Consultant (April '11 - Jan. '12)

Donatucci Kitchens Baths & Appliances - Philadelphia, PA

- Designed kitchen and bathroom layouts using 20/20 program
- Communicated ideas and details to client and contractor through AutoCAD spec drawings
- Consulted with clients to coordinate finishes such as flooring, backsplash, and paint to create a complete design
- Made finish selection and styled showroom vignettes

Design Assistant Internship (April '10 - June '10)

id 810 Design Group - New York, NY

- Surveyed space and constructed floor plans in AutoCAD using site measurements
- Created final presentation drawings in AutoCAD
- Researched products and created informative blogs

Design Assistant Internship (Feb. '10 - April '10)

Spaces Design Studio - Florham Park, NJ

- Surveyed space and constructed floor plans in AutoCAD using site measurements
- Generated 3D/perspective renderings of spaces in SketchUp
- Assisted in color schemes and material selections

EDUCATION

Drexel University, Philadelphia, PA

Master of Science Degree - June 2008
Interior Architecture and Design, College of Media Arts and Design

The Pennsylvania State University, State College, PA

Bachelor of Arts Degree - December 2003
Integrative Arts, College of Art and Architecture

CERTIFICATE

Sessions College

Certificate Program with a Dual Concentration - December 2012
Graphic Design with a Concentration in Print Design and Web Design