

Kristen Diaz

PRODUCTION & GRAPHIC DESIGNER

CONTACT



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in/kristenywatkins



Los Angeles, CA

www.kristenywatkins.com

To access my Professional Work Portfolio please use the following password: **Gambler2017**

EDUCATION

OTIS COLLEGE OF ART AND DESIGN

Bachelor of Fine Arts, Digital Media

2008 - 2012

SKILLS

- ADOBE PHOTOSHOP
- ADOBE ILLUSTRATOR
- DESIGN TEAM LEADERSHIP
- ADOBE AFTER EFFECTS
- MICROSOFT POWERPOINT
- MICROSOFT WORD
- WEB DESIGN
- TYPOGRAPHY
- NGC's Andromeda PLM and SCM
- QUALITY ASSURANCE
- ADOBE AFTER EFFECTS
- ADOBE INDESIGN
- MICROSOFT EXCEL

PROFILE

As a designer, I have taken on multiple leadership roles, overseeing teams in production design, graphic design, and visual arts. I pay close attention to details, and I bring a high level of passion to my work. Working with brands to define their visual identities is always a thrill for me. I try to make a lasting, significant impact everywhere that I go - and I believe in the power of art to do that.

PROFESSIONAL EXPERIENCE

FREELANCE DESIGNER

October 2021 - present

- Logo design, brand design, art design, web design
- Pursuing leads and signing new clients.

FREELANCE PRODUCTION ART DESIGNER

Dyehard Fan Supply / Los Angeles, CA / September 2020 - October 2021

Dyehard Fan Supply is an event and retail merchandise, marketing, and e-commerce company. An international company focusing on superior customer service, Dyehard leverages an expansive network of best-in-class companies to produce top quality merchandise for college and professional sports, tennis and golf tournaments, bowl games, concerts, festivals, races, and Broadway musicals.

- Supported operations at more than 1,200 college and university bookstores in North America.
- Created artwork concepts for The World Games 2022
- Handled licensed artwork for multiple brands.
- Assured the quality and accuracy of outsourced artwork.
- Managed and collaborated with planners for graphic approvals and revisions.
- Prepared and delivered final artwork for garment factory.
- Resolved design issues creatively.
- Created product images for online stores

PRODUCTION ART DESIGNER

Fall Rush by Follett / Los Angeles, CA / May 2018 - January 2020

Follett is a Fortune 200 private corporation, operating over 1,200 college and university bookstores in the US and Canada and is one of the largest retailers of college licensed apparel in the industry.

- Supported operations at more than 1,200 college and university bookstores in North America.
- Leadership role in one of the world's largest retailers of college-licensed apparel.
- Handled licensed artwork for multiple colleges.
- Created SOP and guidelines for production art team.
- Assured the quality and accuracy of outsourced artwork.
- Managed and collaborated with planners for graphic approvals and revisions.
- Prepared and delivered final artwork for garment factory.
- Resolved design issues creatively.
- Organized production art files in NGC's Andromeda PLS and SPS diligently.

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PROFESSIONAL EXPERIENCE (CONTINUED)

FREELANCE GRAPHIC DESIGNER

Amp Up My Biz / Los Angeles, CA / April 2017 - May 2018

- Created visual art for social media and video content.
- Planned and implemented advertising strategies as part of a team of creatives.
- Created advertising graphics and social media banners for small businesses.
- Devised templates for other designers to use and introduced styles for multiple clients' main graphics.

FREELANCE GRAPHIC DESIGNER

My Peak Challenge / Los Angeles, CA / December 2016 - May 2017

- Logo design and graphic design for promotional, educational materials, and merchandise.
- Generated and recorded customer data and feedback.

DIGITAL GRAPHIC DESIGNER

Home Brew Agency / Burbank, CA / December 2016 - May 2017

- Art design for social media content and advertising material for film and television properties.
- Served such clients as ABC, DreamWorks, Paramount, Universal Studios, and WGN America.
- Collaborated with the social media team for projects and generated feedback from entertainment industry clients on-site.

GRAPHIC DESIGNER

The Next Idea / Woodland Hills, CA / May 2012 - November 2015

- Create brand identity from concept brief
- Design & sketch logo ideas
- Digitalize logo design
- Design website layouts & functionality
- Design website interface - how user interprets content using size, color, photography, graphics, navigation & text
- Present all brand identity designs - logos, packaging, menu, website, interior signage and uniforms
- Sketch & design restaurant uniforms
- Create mockups of uniforms with photo manipulation for client presentation
- Create menu board designs - wall mounted & LED screen displays
- Create & design menu covers, sit down and take out menus
- Design all marketing materials - email blasts, flyers, coupons, loyalty cards, magazine advertising, bus stop poster & POP displays for restaurants and salons
- Design packaging for restaurant take out boxes, bags, cups, stickers, tray liners, and including mockups
- Track timelines of all international & national concept designs
- Originate & develop names for client concepts - restaurants, salons, clothing stores, and coffee shops