



Art Director | Designer | Artist

Portfolio hopegeissert.com
Phone 712.441.5513
Email hopekramer95@gmail.com

SKILLS

Web Design

Adobe Creative Suite

Photoshop

InDesign

Illustrator

Dreamweaver

XD

HTML/CSS

Concept Development

UI/UX Design

Photography Coordination

Print Knowledge

Fine Arts | Drawing/Painting

Composition and Color Theory

Strong Communicator

Attention to Detail

Team Player

EDUCATION

2013 - 2017

DORDT COLLEGE

Bachelor of Arts in Art:

Triple emphasis in Graphic Design,
Fine Arts, and Art History

CREATIVE INTERESTS

Fine Arts

Illustrated a children's book

Poster/program design
for high school plays

Artistic cookie
decoration

EXPERIENCE

Staples Promotional Products | 05.20 - Present

Art Director

- I create web designs for well known brands. I maintain their online eStores and keep the designs current.
- I put together marketing communications to drive sales.
- I offer creative expertise in the digital landscape for our clients. I learn their brands well and create a cohesive experience for them when they work with SPP.
- I direct photo shoots and create catalogs using creative imagery and innovative layouts.

Staples Promotional Products | 06.17 - 05.20

Associate Art Director

- I learned how the SPP business works and learned how to update and redesign eStores.
- I created marketing eComms for a wide variety of brands.
- I designed a variety of promotional communications for large and small clients - updating websites, promotional flyers, marketing communications.
- I learned how to direct photo shoots in the photo studio.

Dordt College Advancement | 05.16 - 05.17

Graphic Design Intern

A&I Products | 05.15 - 01.16

Photographer/Graphic Design Intern

All Seasons Center | 06.12 - 03.15

Lifeguard/Swim Instructor

Projects to feature on Portfolio

- United Airlines Onboarding for 3 Sites
- Photo shoot for United Airlines
- Wells Fargo Site Redesigns
- Bayer Site Redesign
- Channel Site Redesign
- Bayer Catalog
- Coke Catalog
- Book Artwork
- Posters for Unity
- Cookie Decorations
- Large Paintings
- On the road again logo design
- Marketing assets for Bayer
- Kubota Catalogs
- TD Ameritrade Marketing
- Miscellaneous Marketing
- Shirt Designs