

# Kristin Dunn

## Design / Creative Direction /Strategy

Chicago, IL - Email me on Indeed: [indeed.com/r/Kristin-Dunn/bc998409702ff2e0](https://www.indeed.com/r/Kristin-Dunn/bc998409702ff2e0)

Design professional known for branding, identity, visual storytelling, and environmental design. Integrates business problem dynamics, audience needs, and brand integrity requirements to create strategic communications solutions. Recognized by others for the ability to see communications and operational problems from multiple perspectives in order to pursue the best solution. Inspires staff to think beyond the expected.

Willing to relocate: Anywhere

Authorized to work in the US for any employer

### WORK EXPERIENCE

#### Creative Director

DRAKE UNIVERSITY, University Communications - Des Moines, IA - September 2011 to February 2017

Shaped and steered the university's brand identity by establishing and reinforcing visual standards for print and digital communication. Partnered with editorial, web, and public relations teams to craft engaging stories communicated through all media. Supported senior leadership initiatives with case-making communication tools. Managed a \$150,000 budget for admission cycle. Administered campus-wide design resources. Supervised and mentored design team.

- Managed the redesign of Drake's undergraduate admission campaign, growing prospective student visits and applications in fiscal year 2017.

- Translated research and survey results into a redesigned biannual alumni magazine to increase audience engagement and reduce production costs - the latter by \$40,000.

- In partnership with the Office of the President, developed visual messaging to communicate to campus constituents the university's transition from strategic planning to continuous improvement planning. Case-making graphics helped solidify the concept - ensuring college and university priority alignment and efficiencies in resource allocations - to audiences.

- Managed the refinement of the Drake athletic identity to strengthen the mark graphically and make it easier to produce on clothing and merchandise.

- Worked alongside members of the President's leadership team to distill multiple channels of information into a cohesive business case for one of Drake's largest infrastructure and programming expansions—transforming the physical footprint of campus and financial sustainability of the university.

#### Principal

NEW YARDSTICK, Strategic Visual Design - Chicago, IL - March 2008 to September 2011

Counseled and managed clients, designed visual communications, developed new business leads, and invoiced for self-owned small business. Clientele included companies in higher education, health care, building materials, and publishing.

- Partnered to create new Drake University identity system. Performed onsite research, updated brand elements, and presented rationale to client. System unified Drake's visual messaging to create a more cohesive, recognizable brand presence that strengthened the perception of the university.
- Refined logo, created a literature hierarchy, and designed a new product specification binder for Nudo, a building panel manufacturer. These communications materials increased the company's visibility, leading to more specifications written by architects for Nudo products.
- Redesigned alumni magazines for University of Illinois (UIC) College of Nursing and UIC School of Public Health to increase audience engagement.

### **Adjunct Instructor**

THE SCHOOL OF THE ART INSTITUTE CHICAGO - Chicago, IL - 2008 to 2011

Taught intermediate typography class to juniors and seniors using thought-provoking projects to stimulate class discussion and critique.

### **Adjunct Instructor**

ST. XAVIER UNIVERSITY - Chicago, IL - 2009 to 2010

Taught beginning graphic design and introductory advertising classes.

### **Design Manager**

USG CORPORATION - Chicago, IL - 2003 to March 2008

Researched, planned, designed, and produced informational literature, environmental design, branding materials, and packaging for products and customer segments. Collaborated with product/segment managers to determine business needs and create strategic communication solutions. Managed external photographers, illustrators, and printers.

- Designed and implemented a comprehensive branding program for USG's partnership with NASCAR® to increase awareness and loyalty from contractor and builder audiences. Created logos and environmental graphics for races, uniforms, and vehicles. Produced materials to support sales incentive programs and employee events.
- Redesigned in-store environmental graphics, packaging, and informational materials for USG retail ceilings, communicating a refined product line and providing bilingual customer information. Worked with Home Depot®, Lowe's®, and lumberyards to meet retailer requirements and approvals.
- Part of a team that created a sales support tool called Galileo. The tool achieved its goal of providing a client discussion prompter for sales staff. Team won a USG Technology Award for the project.

### **Freelancer**

Chicago, IL - 2003 to 2008

Designed and produced alumni magazines, conference materials, anniversary books, invitations, and more. Clients included the UIC College of Nursing, the University of Chicago Center for Peripheral Neuropathy, and the Contemporary Arts Council, the National Council for State Boards of Nursing and the Northwestern Hospital Auxiliary Board.

### **Senior Designer**

ZÜN PARTNERS - Chicago, IL - 2002 to 2003

Concepted, researched, planned, and created print and web materials, campaigns, advertising, and brand standards for clients including Deloitte & Touche and Baker & McKenzie.

### **Adjunct Instructor**

UNIVERSITY OF NOTRE DAME - Notre Dame, IN - September 2002 to December 2002

Taught typography class to juniors and seniors. Asked to teach following semester but declined due to full-time job responsibilities at zün partners.

**Carl Purington Rollins Fellow and Freelancer**

YALE UNIVERSITY - New Haven, CT - 1999 to 2001

Concepted, researched, and designed communications for fundraising, alumni communication, student information, and campus activities, within the university's in-house design department. Redesigned Yale Medicine Magazine to increase alumni engagement.

**Project Manager**

CHICAGO PARK DISTRICT - Chicago, IL - 1996 to 1998

**Account Executive**

WESTERBECK COMMUNICATIONS, INC - Chicago, IL - 1995 to 1995

**Manager of Information Advertising**

AMERITECH - Chicago, IL - 1994 to 1995

**Media Relations Assistant**

AMERITECH - Chicago, IL - 1992 to 1994

EDUCATION

**MFA in Graphic Design**

Yale University - New Haven, CT

**BA in Journalism (double major advertising and public relations)**

Drake University - Des Moines, IA

LINKS

<http://www.ktomsitsdunn.com>