

The background features a circular compass rose with four cardinal directions: N (North) at the top right, S (South) at the bottom, E (East) at the top left, and W (West) at the bottom right. The compass is overlaid on a background of soft, radiating lines in shades of pink, red, and orange, creating a sunburst effect.

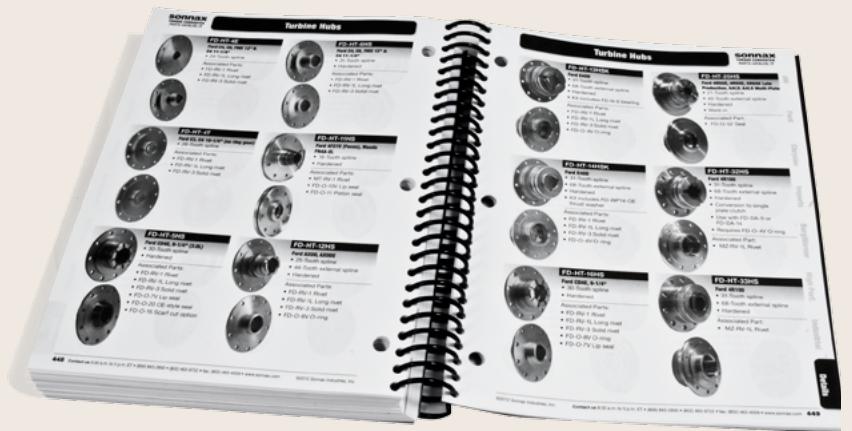
W

THE PRINT PORTFOLIO OF
Kristin Herbach

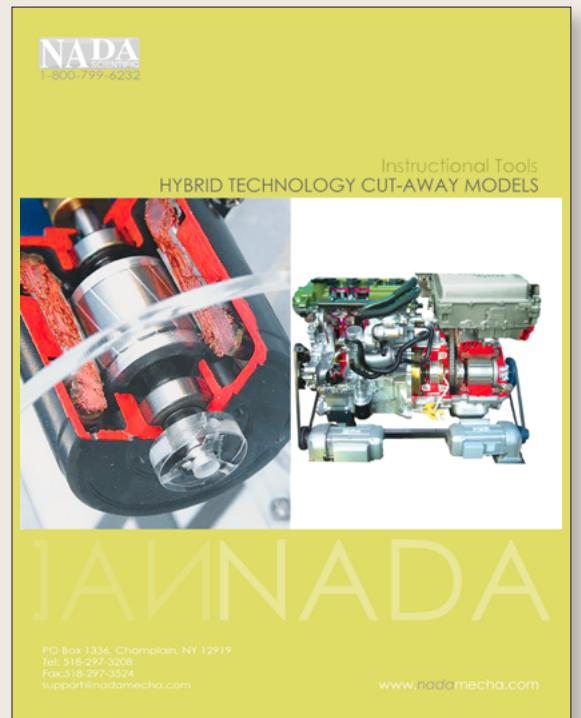
S

Torque Converter Catalog

This spiral bound 700 page parts catalog was designed in black and white, with 4-color front and back covers. Created in InDesign, it incorporates over 150 vector graphics as well as extensive use of tables. This catalog was also made into a CD, for which I designed the packaging, as well as the interactive menus.



Hybrid Cut-away Brochure



This 4-color brochure was designed to be mailed. This is the oldest piece in this portfolio, and while more recently I would have created it in InDesign, back then I made it in Photoshop.

See more at www.kristinmerbach.com

Identity

Get Going
LIFE COACHING

ADIRONDACK
PSYCHIATRIC
ASSOCIATES

opposite
OF SMALL TALK



All logos were created in
Adobe Illustrator.

Going clockwise from top-right:

- Adirondack Psychiatric Associates
- Opposite of Small Talk (My personal freelance design company)
- Retconning (Comic book blog)
- Mainely Voices (Acapella group)
- Adirondacker (Local lifestyle blog)
- Get Going Life Coaching



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Catalogs

Misc. Print Projects



BorgWarner Friction Ring Catalog

This 8-page full color catalog includes a tabular part listing and detailed technical information.

Both catalogs were assembled in InDesign, with the supporting graphics created in PhotoShop and Illustrator.



sonnax

DRIVELINE[®]

Since our founding in 1974, sonnax has become one of the highest quality parts for the most demanding applications. Among these products is a line of superior driveline components designed for racing, off-roading, taking, and repair hearings. Now we can proud to include premium quality forged and die casted components.

Premium Steel Spline Yokes from Sonnax

Sonnax takes yoke clip to a new level by offering the industry ultimate, high-quality performance yokes!

Forged & Precision Machined

Our forged steel spline yokes are precision machined for maximum strength and accuracy. A premium machine yoke provides guaranteed exceptional balance and durability.

100% Leak Tested

No leaking means no loss of power. The seal plug is O-ring sealed for a superior seal, and our yoke units are leak tested at 100% before they leave the factory.

Made in the USA

High quality American made at Sonnax's ISO-9001 manufacturing facilities in Hermosa Beach, California. Our team of skilled engineers have the production process from start to finish, making every effort to exceed expectations.



How to Determine Spline Tooth Count

Some yoke pins have a safety retainer. To easily count spline teeth, simply count the number of notches on the yoke pin. If there are any "countersinks" in the end of the pin, add one to your count.

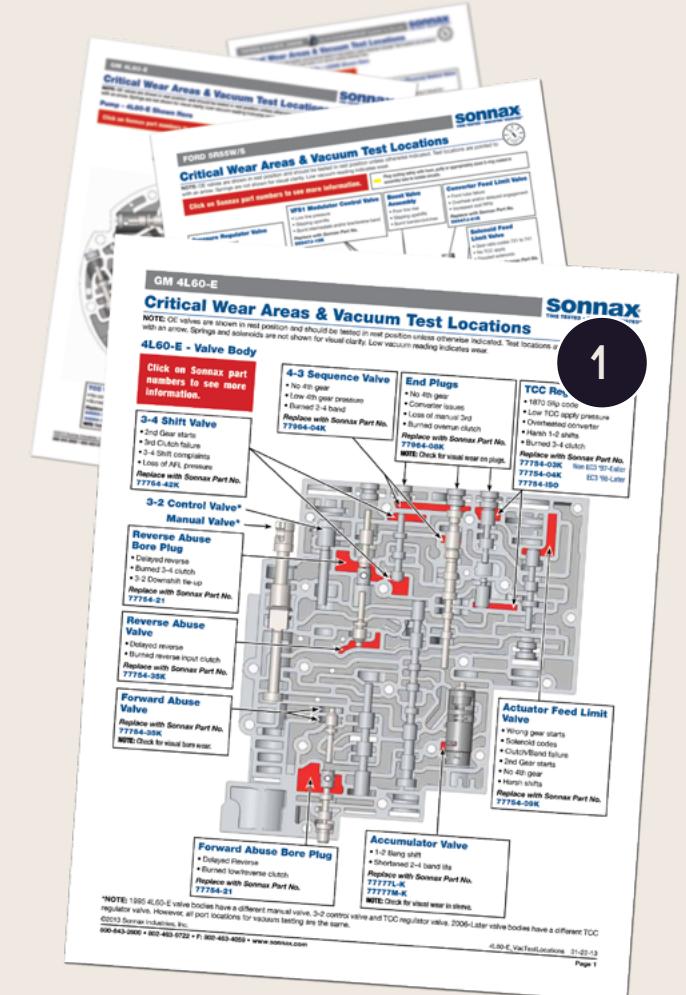


Ridge Dimensions

| | | | | |
|-----|--------------------|-------|-----------------|---------|
| # | Spline Tooth Count | B | Spline Diameter | Length |
| 1 | 10 | 1.000 | 1.000 | 1.000 |
| 2 | 12 | 1.000 | 1.000 | 1.000 |
| 3 | 14 | 1.000 | 1.000 | 1.000 |
| 4 | 16 | 1.000 | 1.000 | 1.000 |
| 5 | 18 | 1.000 | 1.000 | 1.000 |
| 6 | 20 | 1.000 | 1.000 | 1.000 |
| 7 | 22 | 1.000 | 1.000 | 1.000 |
| 8 | 24 | 1.000 | 1.000 | 1.000 |
| 9 | 26 | 1.000 | 1.000 | 1.000 |
| 10 | 28 | 1.000 | 1.000 | 1.000 |
| 11 | 30 | 1.000 | 1.000 | 1.000 |
| 12 | 32 | 1.000 | 1.000 | 1.000 |
| 13 | 34 | 1.000 | 1.000 | 1.000 |
| 14 | 36 | 1.000 | 1.000 | 1.000 |
| 15 | 38 | 1.000 | 1.000 | 1.000 |
| 16 | 40 | 1.000 | 1.000 | 1.000 |
| 17 | 42 | 1.000 | 1.000 | 1.000 |
| 18 | 44 | 1.000 | 1.000 | 1.000 |
| 19 | 46 | 1.000 | 1.000 | 1.000 |
| 20 | 48 | 1.000 | 1.000 | 1.000 |
| 21 | 50 | 1.000 | 1.000 | 1.000 |
| 22 | 52 | 1.000 | 1.000 | 1.000 |
| 23 | 54 | 1.000 | 1.000 | 1.000 |
| 24 | 56 | 1.000 | 1.000 | 1.000 |
| 25 | 58 | 1.000 | 1.000 | 1.000 |
| 26 | 60 | 1.000 | 1.000 | 1.000 |
| 27 | 62 | 1.000 | 1.000 | 1.000 |
| 28 | 64 | 1.000 | 1.000 | 1.000 |
| 29 | 66 | 1.000 | 1.000 | 1.000 |
| 30 | 68 | 1.000 | 1.000 | 1.000 |
| 31 | 70 | 1.000 | 1.000 | 1.000 |
| 32 | 72 | 1.000 | 1.000 | 1.000 |
| 33 | 74 | 1.000 | 1.000 | 1.000 |
| 34 | 76 | 1.000 | 1.000 | 1.000 |
| 35 | 78 | 1.000 | 1.000 | 1.000 |
| 36 | 80 | 1.000 | 1.000 | 1.000 |
| 37 | 82 | 1.000 | 1.000 | 1.000 |
| 38 | 84 | 1.000 | 1.000 | 1.000 |
| 39 | 86 | 1.000 | 1.000 | 1.000 |
| 40 | 88 | 1.000 | 1.000 | 1.000 |
| 41 | 90 | 1.000 | 1.000 | 1.000 |
| 42 | 92 | 1.000 | 1.000 | 1.000 |
| 43 | 94 | 1.000 | 1.000 | 1.000 |
| 44 | 96 | 1.000 | 1.000 | 1.000 |
| 45 | 98 | 1.000 | 1.000 | 1.000 |
| 46 | 100 | 1.000 | 1.000 | 1.000 |
| 47 | 102 | 1.000 | 1.000 | 1.000 |
| 48 | 104 | 1.000 | 1.000 | 1.000 |
| 49 | 106 | 1.000 | 1.000 | 1.000 |
| 50 | 108 | 1.000 | 1.000 | 1.000 |
| 51 | 110 | 1.000 | 1.000 | 1.000 |
| 52 | 112 | 1.000 | 1.000 | 1.000 |
| 53 | 114 | 1.000 | 1.000 | 1.000 |
| 54 | 116 | 1.000 | 1.000 | 1.000 |
| 55 | 118 | 1.000 | 1.000 | 1.000 |
| 56 | 120 | 1.000 | 1.000 | 1.000 |
| 57 | 122 | 1.000 | 1.000 | 1.000 |
| 58 | 124 | 1.000 | 1.000 | 1.000 |
| 59 | 126 | 1.000 | 1.000 | 1.000 |
| 60 | 128 | 1.000 | 1.000 | 1.000 |
| 61 | 130 | 1.000 | 1.000 | 1.000 |
| 62 | 132 | 1.000 | 1.000 | 1.000 |
| 63 | 134 | 1.000 | 1.000 | 1.000 |
| 64 | 136 | 1.000 | 1.000 | 1.000 |
| 65 | 138 | 1.000 | 1.000 | 1.000 |
| 66 | 140 | 1.000 | 1.000 | 1.000 |
| 67 | 142 | 1.000 | 1.000 | 1.000 |
| 68 | 144 | 1.000 | 1.000 | 1.000 |
| 69 | 146 | 1.000 | 1.000 | 1.000 |
| 70 | 148 | 1.000 | 1.000 | 1.000 |
| 71 | 150 | 1.000 | 1.000 | 1.000 |
| 72 | 152 | 1.000 | 1.000 | 1.000 |
| 73 | 154 | 1.000 | 1.000 | 1.000 |
| 74 | 156 | 1.000 | 1.000 | 1.000 |
| 75 | 158 | 1.000 | 1.000 | 1.000 |
| 76 | 160 | 1.000 | 1.000 | 1.000 |
| 77 | 162 | 1.000 | 1.000 | 1.000 |
| 78 | 164 | 1.000 | 1.000 | 1.000 |
| 79 | 166 | 1.000 | 1.000 | 1.000 |
| 80 | 168 | 1.000 | 1.000 | 1.000 |
| 81 | 170 | 1.000 | 1.000 | 1.000 |
| 82 | 172 | 1.000 | 1.000 | 1.000 |
| 83 | 174 | 1.000 | 1.000 | 1.000 |
| 84 | 176 | 1.000 | 1.000 | 1.000 |
| 85 | 178 | 1.000 | 1.000 | 1.000 |
| 86 | 180 | 1.000 | 1.000 | 1.000 |
| 87 | 182 | 1.000 | 1.000 | 1.000 |
| 88 | 184 | 1.000 | 1.000 | 1.000 |
| 89 | 186 | 1.000 | 1.000 | 1.000 |
| 90 | 188 | 1.000 | 1.000 | 1.000 |
| 91 | 190 | 1.000 | 1.000 | 1.000 |
| 92 | 192 | 1.000 | 1.000 | 1.000 |
| 93 | 194 | 1.000 | 1.000 | 1.000 |
| 94 | 196 | 1.000 | 1.000 | 1.000 |
| 95 | 198 | 1.000 | 1.000 | 1.000 |
| 96 | 200 | 1.000 | 1.000 | 1.000 |
| 97 | 202 | 1.000 | 1.000 | 1.000 |
| 98 | 204 | 1.000 | 1.000 | 1.000 |
| 99 | 206 | 1.000 | 1.000 | 1.000 |
| 100 | 208 | 1.000 | 1.000 | 1.000 |
| 101 | 210 | 1.000 | 1.000 | 1.000 |
| 102 | 212 | 1.000 | 1.000 | 1.000 |
| 103 | 214 | 1.000 | 1.000 | 1.000 |
| 104 | 216 | 1.000 | 1.000 | 1.000 |
| 105 | 218 | 1.000 | 1.000 | 1.000 |
| 106 | 220 | 1.000 | 1.000 | 1.000 |
| 107 | 222 | 1.000 | 1.000 | 1.000 |
| 108 | 224 | 1.000 | 1.000 | 1.000 |
| 109 | 226 | 1.000 | 1.000 | 1.000 |
| 110 | 228 | 1.000 | 1.000 | 1.000 |
| 111 | 230 | 1.000 | 1.000 | 1.000 |
| 112 | 232 | 1.000 | 1.000 | 1.000 |
| 113 | 234 | 1.000 | 1.000 | 1.000 |
| 114 | 236 | 1.000 | 1.000 | 1.000 |
| 115 | 238 | 1.000 | 1.000 | 1.000 |
| 116 | 240 | 1.000 | 1.000 | 1.000 |
| 117 | 242 | 1.000 | 1.000 | 1.000 |
| 118 | 244 | 1.000 | 1.000 | 1.000 |
| 119 | 246 | 1.000 | 1.000 | 1.000 |
| 120 | 248 | 1.000 | 1.000 | 1.000 |
| 121 | 250 | 1.000 | 1.000 | 1.000 |
| 122 | 252 | 1.000 | 1.000 | 1.000 |
| 123 | 254 | 1.000 | 1.000 | 1.000 |
| 124 | 256 | 1.000 | 1.000 | 1.000 |
| 125 | 258 | 1.000 | 1.000 | 1.000 |
| 126 | 260 | 1.000 | 1.000 | 1.000 |
| 127 | 262 | 1.000 | 1.000 | 1.000 |
| 128 | 264 | 1.000 | 1.000 | 1.000 |
| 129 | 266 | 1.000 | 1.000 | 1.000 |
| 130 | 268 | 1.000 | 1.000 | 1.000 |
| 131 | 270 | 1.000 | 1.000 | 1.000 |
| 132 | 272 | 1.000 | 1.000 | 1.000 |
| 133 | 274 | 1.000 | 1.000 | 1.000 |
| 134 | 276 | 1.000 | 1.000 | 1.000 |
| 135 | 278 | 1.000 | 1.000 | 1.000 |
| 136 | 280 | 1.000 | 1.000 | 1.000 |
| 137 | 282 | 1.000 | 1.000 | 1.000 |
| 138 | 284 | 1.000 | 1.000 | 1.000 |
| 139 | 286 | 1.000 | 1.000 | 1.000 |
| 140 | 288 | 1.000 | 1.000 | 1.000 |
| 141 | 290 | 1.000 | 1.000 | 1.000 |
| 142 | 292 | 1.000 | 1.000 | 1.000 |
| 143 | 294 | 1.000 | 1.000 | 1.000 |
| 144 | 296 | 1.000 | 1.000 | 1.000 |
| 145 | 298 | 1.000 | 1.000 | 1.000 |
| 146 | 300 | 1.000 | 1.000 | 1.000 |
| 147 | 302 | 1.000 | 1.000 | 1.000 |
| 148 | 304 | 1.000 | 1.000 | 1.000 |
| 149 | 306 | 1.000 | 1.000 | 1.000 |
| 150 | 308 | 1.000 | 1.000 | 1.000 |
| 151 | 310 | 1.000 | 1.000 | 1.000 |
| 152 | 312 | 1.000 | 1.000 | 1.000 |
| 153 | 314 | 1.000 | 1.000 | 1.000 |
| 154 | 316 | 1.000 | 1.000 | 1.000 |
| 155 | 318 | 1.000 | 1.000 | 1.000 |
| 156 | 320 | 1.000 | 1.000 | 1.000 |
| 157 | 322 | 1.000 | 1.000 | 1.000 |
| 158 | 324 | 1.000 | 1.000 | 1.000 |
| 159 | 326 | 1.000 | 1.000 | 1.000 |
| 160 | 328 | 1.000 | 1.000 | 1.000 |
| 161 | 330 | 1.000 | 1.000 | 1.000 |
| 162 | 332 | 1.000 | 1.000 | 1.000 |
| 163 | 334 | 1.000 | 1.000 | 1.000 |
| 164 | 336 | 1.000 | 1.000 | 1.000 |
| 165 | 338 | 1.000 | 1.000 | 1.000 |
| 166 | 340 | 1.000 | 1.000 | 1.000 |
| 167 | 342 | 1.000 | 1.000 | 1.000 |
| 168 | 344 | 1.000 | 1.000 | 1.000 |
| 169 | 346 | 1.000 | 1.000 | 1.000 |
| 170 | 348 | 1.000 | 1.000 | 1.000 |
| 171 | 350 | 1.000 | 1.000 | 1.000 |
| 172 | 352 | 1.000 | 1.000 | 1.000 |
| 173 | 354 | 1.000 | 1.000 | 1.000 |
| 174 | 356 | 1.000 | 1.000 | 1.000 |
| 175 | 358 | 1.000 | 1.000 | 1.000 |
| 176 | 360 | 1.000 | 1.000 | 1.000 |
| 177 | 362 | 1.000 | 1.000 | 1.000 |
| 178 | 364 | 1.000 | 1.000 | 1.000 |
| 179 | 366 | 1.000 | 1.000 | 1.000 |
| 180 | 368 | 1.000 | 1.000 | 1.000 |
| 181 | 370 | 1.000 | 1.000 | 1.000 |
| 182 | 372 | 1.000 | 1.000 | 1.000 |
| 183 | 374 | 1.000 | 1.000 | 1.000 |
| 184 | 376 | 1.000 | 1.000 | 1.000 |
| 185 | 378 | 1.000 | 1.000 | 1.000 |
| 186 | 380 | 1.000 | 1.000 | 1.000 |
| 187 | 382 | 1.000 | 1.000 | 1.000 |
| 188 | 384 | 1.000 | 1.000 | 1.000 |
| 189 | 386 | 1.000 | 1.000 | 1.000 |
| 190 | 388 | 1.000 | 1.000 | 1.000 |
| 191 | 390 | 1.000 | 1.000 | 1.000 |
| 192 | 392 | 1.000 | 1.000 | 1.000 |
| 193 | 394 | 1.000 | 1.000 | 1.000 |
| 194 | 396 | 1.000 | 1.000 | 1.000 |
| 195 | 398 | 1.000 | 1.000 | 1.000 |
| 196 | 400 | 1.000 | 1.000 | 1.000 |
| 197 | 402 | 1.000 | 1.000 | 1.000 |
| 198 | 404 | 1.000 | 1.000 | 1.000 |
| 199 | 406 | 1.000 | 1.000 | 1.000 |
| 200 | 408 | 1.000 | 1.000 | 1.000 |
| 201 | 410 | 1.000 | 1.000 | 1.000 |
| 202 | 412 | 1.000 | 1.000 | 1.000 |
| 203 | 414 | 1.000 | 1.000 | 1.000 |
| 204 | 416 | 1.000 | 1.000 | 1.000 |
| 205 | 418 | 1.000 | 1.000 | 1.000 |
| 206 | 420 | 1.000 | 1.000 | 1.000 |
| 207 | 422 | 1.000 | 1.000 | 1.000 |
| 208 | 424 | 1.000 | 1.000 | 1.000 |
| 209 | 426 | 1.000 | 1.000 | 1.000 |
| 210 | 428 | 1.000 | 1.000 | 1.000 |
| 211 | 430 | 1.000 | 1.000 | 1.000 |
| 212 | 432 | 1.000 | 1.000 | 1.000 |
| 213 | 434 | 1.000 | 1.000 | 1.000 |
| 214 | 436 | 1.000 | 1.000 | 1.000 |
| 215 | 438 | 1.000 | 1.000 | 1.000 |
| 216 | 440 | 1.000 | 1.000 | 1.000 |
| 217 | 442 | 1.000 | 1.000 | 1.000 |
| 218 | 444 | 1.000 | 1.000 | 1.000 |
| 219 | 446 | 1.000 | 1.000 | 1.000 |
| 220 | 448 | 1.000 | 1.000 | 1.000 |
| 221 | 450 | 1.000 | 1.000 | 1.000 |
| 222 | 452 | 1.000 | 1.000 | 1.000 |
| 223 | 454 | 1.000 | 1.000 | 1.000 |
| 224 | 456 | 1.000 | 1.000 | 1.000 |
| 225 | 458 | 1.000 | 1.000 | 1.000 |
| 226 | 460 | 1.000 | 1.000 | 1.000 |
| 227 | 462 | 1.000 | 1.000 | 1.000 |
| 228 | 464 | 1.000 | 1.000 | 1.000 |
| 229 | 466 | 1.000 | 1.000 | 1.000 |
| 230 | 468 | 1.000 | 1.000 | 1.000 |
| 231 | 470 | 1.000 | 1.000 | 1.000 |
| 232 | 472 | 1.000 | 1.000 | 1.000</ |

Slip Yoke Catalog

This 4-color catalog served as the introduction of a new line of parts to two automotive aftermarket segments.



NADA

N99-S77-1321

BEE SPI V



- 1 Vacuum Test Guides
- 2 Friction Ring Tri-Fold
- 3 Tradshow Poster (Hybrid Cut-Away)
- 4 Junior Genecon Kit Instruction Booklet
- 5 Tradeshow Poster (Beespi)

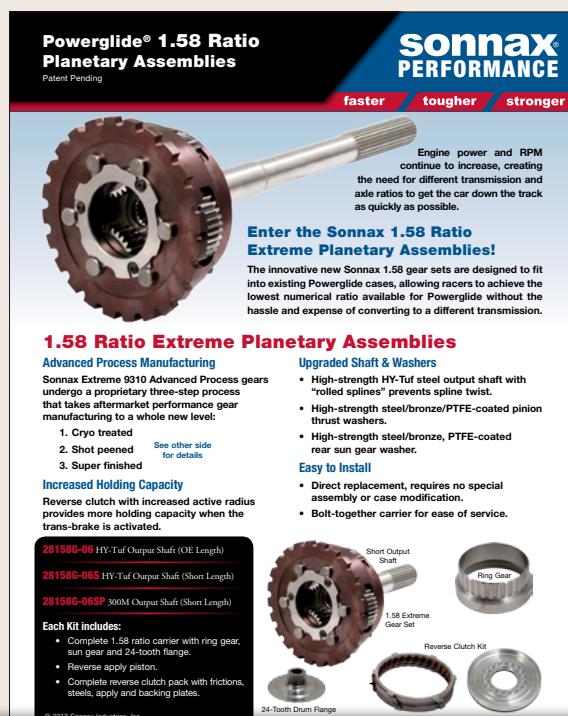
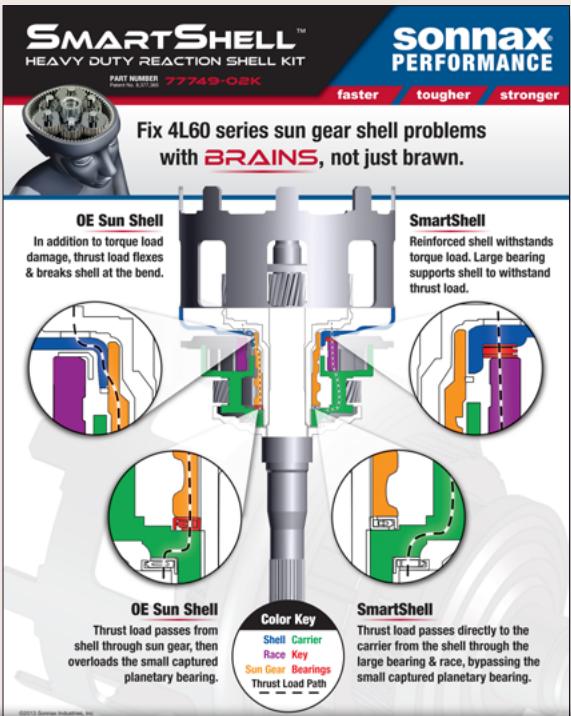


See more at www.kristinmerbach.com

Flyers



SmartShell Flyer (2-sided, 4-color)



Powerglide Gears Flyer (2-sided, 4-color)



Resume

PROGRAMS & LANGUAGES

- InDesign
- SASS
- PhotoShop
- HTML
- Illustrator
- Javascript
- CSS
- JQuery

SKILLS

- Designs and codes cleanly
- Experience in web, e-mail & print design
- Outstanding interpersonal skills
- Quick to pick up new skills and programs

SONNAX INDUSTRIES, BELLows FALLS, VT (Oct. 2011 To Current)

- Oversaw redesign of www.sonnax.com:
 - Conducted card sorts; compiled and analyzed the results to help determine navigation and site structure.
 - Created the fully responsive, fluid design directly in the browser, including front-end development.
 - Managed the process of creating and structuring data and images for over 4,000 parts.

(Oct. 2011 To Current)

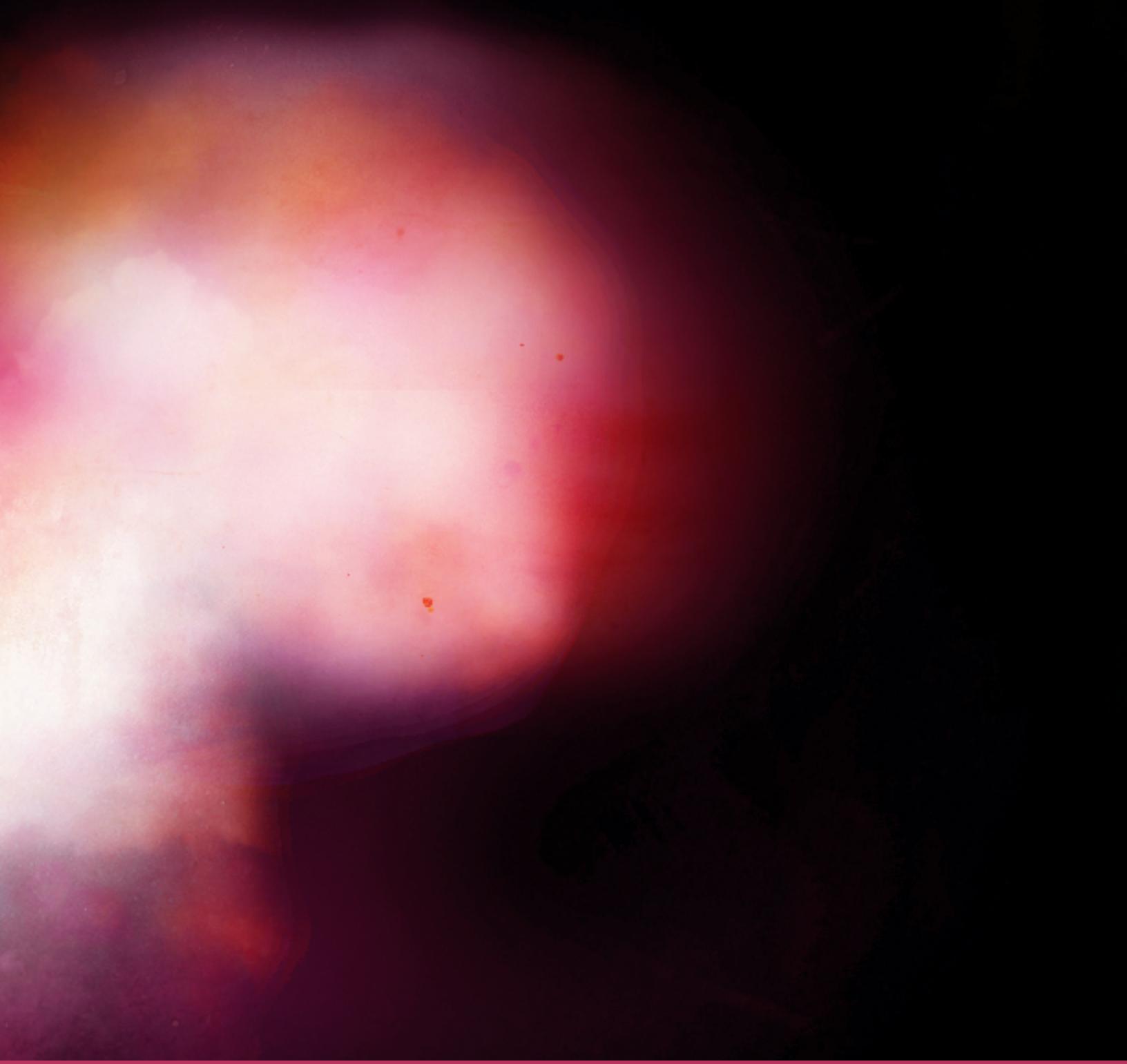
- Created marketing materials such as banners, brochures, stickers, promo items and more. This involved dealing with vendors, requesting quotes and pricing materials.
- Designed and created e-marketing materials including e-mail newsletters.
- Created new intranet using Microsoft Sharepoint, including training staff on use.

FREELANCE, PLATTSBURGH, NY (June 2010 to Oct. 2011)

- Designed and created websites including front-end development.
- Created logos and branding/identity guides for clients.

NADA SCIENTIFIC LTD, ROUSES POINT, NY (Oct. 2009 to June 2010)

- Managed the Magento-based e-commerce website, including updating, monitoring traffic etc.
- Produced e-marketing banners and promotions.
- Created e-newsletters, including graphics, copy and code.
- Maintained contacts database, selecting and maintaining e-newsletter lists.
- Maintained online product catalog, including writing copy.
- Produced print materials, including user manuals, posters and promotional catalogs.
- Created and updated the social media presence for the company.
- Supervised hiring and training for admin. assistants and student workers.



Programs & Languages

- InDesign
- PhotoShop
- Illustrator
- CSS
- SASS
- HTML
- Javascript
- JQuery

Skills

- Designs and codes cleanly
- Experience in web, e-mail & print design
- Outstanding interpersonal skills
- Quick to pick up new skills and programs

See more at www.kristinmerbach.com