

KRISTIN S. SMITH

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- Proficient leader who brings innovation, creativity, and results to all disciplines and projects.
- Skilled graphic & web designer who thrives on detail-oriented, high-quality, creative output.
- Experienced writer for technical and creative audiences across a multitude of industries.
- Competent manager with strong project coordination, organization, and interpersonal skills.
- Highly adept end-user trainer and computer support technician for Mac and PC platforms.

HIGHLIGHTS

- 18 years experience with Mac and PC platforms; fluent in MacOS 9/X, HTML, Windows XP, 2000/NT/9x; familiar with Novell, DOS, Linux, JavaScript, CGI, PHP, CSS, mySQL; type 90+ wpm accurately
- Adobe Photoshop, Illustrator, ImageReady, InDesign, PageMaker; Acrobat; QuarkXPress; Macromedia HomeSite, Dreamweaver; Microsoft Word, Excel, PowerPoint, Access, Publisher

EXPERIENCE

2004–Current Francis & Wool Studios, Ltd. Woodbury, MN
Founder/ Principal Designer

- Over 10 years of freelance and industry design experience
- Cater to small businesses with no on-site design staff
- Desktop publishing, graphic design, web sites, training, organizing, writing & editing, workflow retooling, resumes, technical support
- Acting Art Director for Ingenuity Marketing Group in St. Paul, MN

2003–2004 Apothecary Products, Inc. Burnsville, MN
Art Director

- Oversight for \$2 million annual budget with focus on cost-savings
- Managed diverse group of Graphic Designers in 2 offices
- Handled procurement, price negotiation, and vendor relations
- Directed creatives for catalogs, packaging, web sites, photo shoots
- Developed new workflow, including comprehensive project database, catalog production management, and color laser proofing
- Established new catalog layout & design, style guides, and font selection
- Created packaging, brochures, signage, and marketing materials
- Trained employees on Mac OS 10.3, which saved company \$2,000

EXPERIENCE (CONT.)

2002–2003 Gopher Sport Edina, MN

Graphic Designer

- Catalog layout, design, editing/proofing, and pre-press production
- Image management: cataloging, retouching, organizing, renaming
- Creation of custom logos, illustrations, schematics, and diagrams
- Development of product information PDFs for use on web site
- Assisted in managing freelance design staff during production cycle

1998–2002 HRM Claim Management Bloomington, MN

PC Support Services Manager

- Responsible for annual budget that exceeded \$2.5 million
- Managed diverse group of technical employees in 3 offices
- Handled procurement, price negotiation, and vendor relations
- Primary corporate liaison for Technical Services division
- Project coordination for all enterprise PC upgrade initiatives
- Began work with HIPAA compliance regulations
- Interim webmaster for corporate and intranet web sites
- Co-managed the enterprise online training initiative: evaluation, needs assessment, technical implementation, marketing, end-user training, development of materials, and intranet presence
- End-user training: GroupWise, Windows 95, Microsoft Office, Dreamweaver, FTP, Netscape; also proprietary applications
- Developed policies, technical docs, how-to sheets, training curriculums
- Trained in Telecom for basic changes to Rolm & Avaya systems
- Recipient of “Commitment to Excellence Award” in 2001
- 3.5 years with company; promoted twice to new leadership roles:
 - Help Desk Representative: August 1998 to February 1999
 - Help Desk Supervisor: February 1999 to May 2000
 - PC Support Services Manager: May 2000 to March 2002

1997–1998 Pagetek Printing & Design Hudson, IA

Graphic Designer

- Catalog layout, design, editing/proofing, and pre-press production
- Sales flyers, brochures, advertising pieces, web sites
- Complete 4-color pre-press production duties for all projects
- Web design and maintenance for large automotive industry clients
- Technical support for all company hardware and software
- Utilized both Macintosh and PC platforms

EDUCATION

- 1993–1997 St. Cloud State University St. Cloud, MN
- Bachelor of Science in Business Management
Focus: Entrepreneurship and Small Business Management
 - Nominated for the University Excellence in Leadership Award
 - Published writing in the Department of English student journal *Essaying*
 - Published writing in an anthology for the International Library of Poetry
 - Awarded a College of Business Executive Council (COBEC) Scholarship

TRAINING

- Fundamentals of Studio Lighting (2009)
- Adobe Bridge CS3 (2008)
- Landmark Forum & Landmark in Action Seminar Series (2007)
- Cascading Style Sheets (CSS) – Dallas, TX (2006)
- Voice-Over Instruction Course – Introduction (2005)
- Mac Design Conference – Chicago, IL (2003)
- SkillPath Design Seminar (2003)
- Photo Retouching & Color Management Workshop (2003)
- Photoshop 7 – Advanced (2002)
- QuarkXPress 4 – Advanced (2002)
- Web Production for Photoshop (2002)
- Photography Workshop – Minneapolis College of Art & Design (2002)
- Windows 2000 Professional – Configuration & Support (2002)
- Flash 5 – Intermediate (2001)
- Flash 5 – Introduction (2001)
- Microsoft Word - Expert User (2001)
- Business Writing Fundamentals (2000)

REFERENCES

Available upon request.