

KRISTINA FINLAYSON

*& graphic designer
videographer*

EXPERIENCE

Video Designer and Marketing Associate, Peek Packaging Solutions

December 2013 – March 2013

- Redesigned and filmed new video material for packaging solutions
- Used motion graphics, 3D models and video footage to showcase packaging products
- Developed video templates in After Effects to help employees create product videos with ease
- Trained colleagues and interns on video editing programs and filming techniques
- Used Search Engine Optimization (SEO) to write video scripts and attract more web traffic

Human Resources Video and Design Specialist, VSP Global

May 2012 – August 2012

- Successfully executed modern techniques in training modules using video and motion graphics
- Researched, storyboarded and implemented a forty-minute Cultural Competence and Diversity training module for new employees
- Filmed and conducted one-on-one interviews with employees from across the company
- Provided creative support for other members of the Training and Development Team

Graphic Designer and Videographer, Chico State Study Abroad

August 2011 – June 2012

- Conceptualized and created promotional material for Study Abroad events
- Designed new t-shirts for Study Abroad Staff
- Effectively implemented new marketing and recruitment strategies
- Provided administrative support for employees and advised prospective study abroad students

Marketing Lead, Universal Networks in Travel and Education

August 2011 – June 2012

- Created flyers and assisted in advertising for club events
- Filmed, edited and posted promotional videos for web viewing
- Planned monthly fundraisers to benefit the non-profit organization: Feeding Nations Through Education

Graphic Designer Volunteer, Butte Humane Society

September 2009 – May 2010

- Created promotional flyers for events and pet adoption programs
- Implemented new design strategies to attract new audience

EDUCATION

California State University, Chico

Graduated May 2012

- Bachelor of Arts in Communication Design, Option in Media Arts

Uppsala University, Sweden

2010 – 2011

- International Media and Communications Studies

TECHNICAL SKILLS

Technical: Mac and Windows Platform, Adobe Creative Suite 5.5 & 6, Final Cut Pro, Microsoft Office, Adobe Captivate (E-Learning), Digital Photography, Extensive Experience with Sony Video Cameras and Cannon 7d.

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