



kristin gulledge

artist » designer » photographer

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## EDUCATION

### BRIGHAM YOUNG UNIVERSITY

#### BFA, Illustration (Concept Art emphasis) 2006 - 2012

Explored avenues from traditional & editorial illustration to fine art. Concept artist for Student Emmy-Award winning animated film, *Estefan*. Member of BYU Illustrators' Association (President 2010-11, Publicity Rep 2009-10), Phi Eta Sigma, National Society of Collegiate Scholars. ORCA grant recipient.

## EXPERIENCE

### CREATIVE DIRECTOR

#### Wallaroo Media

January 2017 - Present, Provo, UT

- » Oversee and elevate all creative deliverables, company-wide
- » Work with clients on branding and campaign strategies
- » Work with designers to create quality, on-brand deliverables
- » Design and implement websites
- » Generate and direct UI/UX user tests
- » Conduct CRO audits and create actionable solutions to problems
- » Lead brainstorms to develop compelling content and campaigns
- » Research and present methods for better internal processes and company growth

### ART DIRECTOR + SENIOR DESIGNER

#### Wallaroo Media

May 2014 - Present, Provo, UT

- » Manage design team, oversee all website and design projects
- » Design responsive websites, ad campaigns, & social media ads
- » Involved in streamlining processes and client communication
- » Strategize with clients regarding design & brand development
- » CRO and design audits, work closely with head of UI/UX
- » Occasional small product and lifestyle photography

### KRISTIN GULLEDGE CREATIVE

January 2009 - Present

- Web Designer + Brand Strategist** » Brand development & strategy, logo & icon design, website front-end design
- Print Designer** » Create flyers, album artwork, invitations
- Photographer** » Weddings, events, portraits, products
- Fine Artist** » Work displayed and/or sold in 20 exhibitions ([list here](#))



## EXPERIENCE CONT'D

### FIGURE DRAWING WORKSHOP INSTRUCTOR

**Provo Studios**

*May 2014 - August 2014. Provo, UT*

- » Set up workshop, selected and hired models
- » Advertised & conducted weekly workshop
- » Coached students individually

### ADJUNCT FIGURE DRAWING INSTRUCTOR

**Animation Department, Brigham Young University**

*January - May 2014. Provo, UT*

- » Created, taught, and demonstrated curriculum
- » Integrated and demonstrated topics including gesture, construction, shape, value, line quality and anatomy
- » Analyzed, critiqued and coached students individually

### ENGLISH TEACHER

**Galileo Galilei Colegio (International Language Programs)**

*October - December 2013. Pachuca, Hidalgo, Mexico*

### LEAD GRAPHIC DESIGNER

**College of Life Sciences, Brigham Young University**

*Jan 2008 - Aug 2012. Provo, UT*

### DESIGN SKILLS

- » Sketch App + Photoshop + InDesign + Illustrator
- » Hand-drawn type, typography, layout
- » Web: UI front-end design, CRO-driven

### ART EMPHASES

- » Figure & gesture drawing, composition, concept
- » Portraiture, stylized portraiture
- » Oil painting & mixed media

### PHOTOGRAPHY STYLE

- » Canon equipment + Adobe Photoshop + Adobe Lightroom
- » Photojournalistic / lifestyle approach

### AWARDS

- » 1st place, BYU Student Figure Drawing Competition 2011
- » Gesture Drawing Honorable Mention, BYU Student Figure Drawing Competition 2010
- » Talent Award, Illustration Dept. Fall/Winter 2011-2012
- » BYU Academic Scholarship Recipient, 2007-2011

### INTERESTS

- » wellness
- » yoga
- » mental health
- » philosophy
- » music
- » education
- » travel
- » people
- » writing
- » interior design

### CONNECT

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