







# KRISTI BOZEMAN

-  Art Director
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## ● EXPERIENCE

April 2017 – Present

### ● Mastermind Involvement Marketing

#### Art Director

Provides direction on how concepts will be delivered, attend pre-production meets with developers, photographers, illustrators, etc. to ensure the final creative product meets the client's brief/expectations.

Nov. 2012 – April 2017

### ● The Nucleus Group Multimedia Designer

33 successful pharmaceutical advertising campaigns from concept through design, production, and delivery within budget to educate over 13,000 doctors/physicians through various media channels

- invitations, newspaper ads, webcast, email blasts, landing pages, registration websites, presentation(PPTs), 100 page books(spiral bound, perfectbind, and stapled), Stage dressing(banners, foam core signage, extra set design)

Integrated multiple forms of media and designed wireframes then UX/UI for interactive applications

- Data by Dose
- Trivial Pursuit
- Insulin Jeopardy
- 2015 Year in Review for Celgene - *EBook/Interactive PDF*

May 2012 – Nov. 2012

### ● PRM Consulting Associate Designer

Print collateral, brochures, mobile applications, email announcements, website banners and buttons, and brand development for internal Delta communications

- Delta Airlines Succession Job Planning application redesign
- "IGNITE" mobile application design for recruiting engineers at Delta Airlines

Nov. 2011 – May 2012

### ● Plexus Web Creations Web Design Intern

Created professional web page designs from concept to completion using Adobe Photoshop

May 2011 – Aug. 2011

### ● Plexus Web Creations T-Shirt Design Intern

Extensive use of Adobe Photoshop to prepare design files for screen print and digital print on apparel

April 2008 – Aug. 2008

### ● BBDO Creative Department Intern

## ● EDUCATION

May 2012

### ● The University of Georgia

B.F.A. Graphic Design  
Lamar Dodd School of Art

## ● PROFICIENCIES

- Illustration, Logo Design, Data Visualization, Icon making, Exhibit Design, Prototyping, Typography, Layout, UX/UI Design, Light HTML + CSS, Wireframing, Digital Photography, Digital and Mobile Marketing

- Adobe Indesign  
Adobe Photoshop  
Adobe Illustrator  
Adobe After Effects  
Sketch

## ● INTERESTS

Volunteering  
Animals  
Music  
Photography  
Exploring and Traveling  
Creating