

KRISTEN PETSCHÉ

Graphic Designer



ABOUT ME

I am a strong multi-disciplinary visual designer with a knack for brand identity, illustration & web design. Quick, adaptable, and self-driven, I thrive on small teams in a rapidly changing environment. Seeking a company with a unique perspective and projects that challenge my design-thinking. My experience in-house and in the retail industry has prepped me for juggling many a project, managing expectations, and prioritizing like a champ.

EXPERTISE

Layout · Branding · Web Design ·
Typography · Advertising · Pack-
aging · UI · Studio Photography ·
Illustration · Art Direction · Print

DESIGN SKILLS

INDESIGN



ILLUSTRATOR



PHOTOSHOP



POWERPOINT



HTML/CSS



RECENT EXPERIENCE

JUN 2014
THRU
MAY 2016

Lead Graphic Designer

OUTDOOR RESEARCH | outdoorresearch.com

As the only graphic designer, I touched virtually every consumer-facing touchpoint that went out. During my time here I completed multiple large-scale projects from start to finish and ranged from packaging re-design to seasonal catalogs. My day-to-day also included email graphics, digital ads, landing page graphics, tradeshow signage & print advertising.

AUG 2013
THRU
JUN 2014

Graphic Designer

UP GLOBAL | up.co

A primarily digital role, I collaborated with our Creative Director and Senior Designer to design a cohesive identity for the "UP" brand as well as its partnering programs. This involved creating an identity system & brand guidelines, as well as a digital, responsive platform that provided resources for our global volunteer community.

JAN 2013
THRU
APR 2013

Graphic Design Intern

VIGNETTE BRAND COMMUNICATIONS

EDUCATION

SEPT 2008
THRU
JUL 2013

Bachelor of Science | Graphic Design

PORTLAND STATE UNIVERSITY

September 2008- July 2013

