

# KRISTINA ROUPE

Senior Graphic Designer



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kristinaroupedesign.com

## SOFTWARE

Adobe InDesign  
Adobe Illustrator  
Adobe Photoshop  
Powerpoint  
Wordpress  
Figma  
Microsoft Office  
Lightroom  
Workfront

## DESIGN SKILLS

Print Design  
Production Design  
Digital Graphics  
Presentation Design  
Website Design  
Social Media Design  
Logo Design  
Corporate Branding  
Event Signage  
Large Format Design  
Art Direction

## EDUCATION

Bachelor of Fine Arts,  
Visual Arts: Graphic Design

Minor: Spanish Language  
Certificate: Entrepreneurship

University of Maryland,  
Baltimore County,  
2012 - 2016

GPA: 3.75

## DESIGN AND MARKETING EXPERIENCE

### HORNE LLP, Government Services Business Development Team

Senior Associate Graphic Designer, 2022 - current

- **Collaborate** with business development team and technical support to develop designs that support strategic needs of proposals, presentations and more.
- **Design** high-impact digital and print documents that enhance audience understanding of the business pursuit at hand while maintaining brand consistency and working in a fast-paced environment with tight deadlines.
- **Create** complex proposals, infographics, charts and tables for Firm partners.

### Erickson Senior Living, Corporate Sales, Marketing & Communications Department

SENIOR  
GRAPHIC  
DESIGNER  
2022

- **Design digital and print collateral** including emails, landing pages, display ads, social media content direct mail, brochures, magazines, wall exhibits, posters, newsletters, presentations, and various other pieces for internal and external use
- **Design and execute collateral** from concept to finished works for more than 30 different clientele, including all corporate and community stakeholders

GRAPHIC  
DESIGNER  
2019-2022

- **Lead branding initiatives** via company-wide educational resources, such as style guide creation and implementation, to assure successful new brand assimilation
- **Create successful marketing campaigns** for target audiences, including direct mail pieces shipped to over 500,000 individuals country-wide and digital pieces reaching over 1 million prospects, resulting in a positive ROI

JUNIOR  
GRAPHIC  
DESIGNER  
2016-2019

- **Conduct market research** through competitor design analysis
- **Collaborate with team members**, such as copywriters, proofreaders, prepressers, and print buyers
- **Art direct marketing photoshoots**, including lifestyle, architectural, and apartment shoots.

### Freelance Design Work

2012 - current

- **Design digital content**, including websites, social media graphics, banner ads, and other digital graphics
- **Design print content**, such as invitations, direct mail pieces, flyers, booklets, event signage, and more
- **Develop brands**, including logo design and style guide implementation

### Student Events Board, UMBC Division of Student Affairs, Campus Life

Vice President of Design and Marketing, 2015 - 2016

- **Designed promotional event materials**, such as digital graphics, flyers, booklets, signage, calendars, giveaway items, and more
- **Created campus-wide logos** and other branded collateral for events
- **Managed social media** and other promotional platforms
- **Oversaw 6 designers** and communicated with other departments

### Delta Phi Epsilon International Sorority

Graphic Designer and Marketer, 2013 - 2016

- **Designed and executed digital graphics** and promotional ads for social media platforms
- **Redesigned and managed digital sites**, including social platforms
- **Designed print materials** for philanthropic events