

## KRISTI OLSON

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## TECHNICAL SKILLS

Ideation & Branding

Strong Design Principles & Typography

Designing for Print & Digital Media

Color Theory & Website Design

Adobe Creative Suite (Photoshop,

Illustrator, InDesign, XD)

Figma & Adobe XD

Procreate, Miro

Video Editing (Premiere Pro, After Effects)

SEO & Digital Marketing Strategy

Google Suite (Analytics, Ads, My Business, Merchant Center)

Microsoft Office Suite

## UI/UX

Prototyping, wireframing, user flows,

mockups, Information architecture,

human-centered design research, usability

testing, HTML, CSS,

## EDUCATION

UI/UX Certificate — UTSA School of  
Data Science

Diploma of Web Design & Development —  
Art Institute of Pittsburgh

Associate of Applied Science,  
Visual Communications — Chemeketa  
Community College, Salem Oregon

## VOLUNTEER EXPERIENCE

Heritage Commissioner  
City of New Braunfels, TX  
April 2021 - Current

2024 Season Poster Design  
The Wimberly Players  
2023 - Present

Giving Committee Member,  
NB Women Go  
2022 - 2024

President, Vice President, Marketing Chair  
Renegade Rollerderby of Oregon,  
January 2006 – January 2009

## SUMMARY

Creative and organized professional with 20+ years of experience in design, marketing, and branding. Skilled in delivering tailored marketing strategies, content creation, and organizational solutions. Proven ability to manage multifaceted roles requiring creativity, discretion, and attention to detail, supporting both personal and professional endeavors.

## EXPERIENCE

### Radius Design, New Braunfels, TX

Marketing & Creative Director | May 2021 – Present

Lead marketing and creative initiatives for an architectural design firm, specializing in both custom and ready-to-purchase home plans. Oversee the entire digital marketing strategy, including social media, SEO, and content creation, while managing all aspects of the company's brand, website, and customer outreach.

#### Key Accomplishments:

- Successfully launched a new website with over 300 home plans available for purchase, significantly increasing traffic and sales.
- Built and grew a social media presence, increasing followers and engagement by over 50%.
- Implemented SEO strategies that resulted in a 30% increase in website traffic within the first year.
- Managed schedules, organized events, and coordinated with vendors.

### Honey & Hare | Kristi Simmons Design, New Braunfels, TX

Freelance and Contract Graphic Designer | Graphic Designer 2012 - May 2023

Job responsibilities include written and oral communication. Initiating, planning, and executing projects start to finish. Illustrate design ideas using storyboards, process flows and site-maps, create wireframes and prototypes using Figma and Adobe XD. Develop and facilitate human-centered research including creating surveys, questionnaires, and conducting recorded interviews. Develop, and maintain brand strategies. Create original graphic designs and UI elements. Design presentations to present to stakeholders and investors.

#### Key Accomplishments:

- In 2022 I worked with 29 clients on developing Brand Strategies; I launched 10 successful Responsive Websites using industry best practices and custom designs.
- Winner of two Maggie Awards while working for a regional lifestyle publication.
- Helped a small snowboard company win a \$100,000 investment with a proposal deck layout and design.

### BrandMuscle, Chicago, Illinois

Senior Graphic Designer | January 2019 - May 2021

An experienced graphic designer that created, proposed and implemented creative solutions for advertising campaigns and sweepstakes for national brands. Designed and managed print and shipping for national brands displayed in stores all over the U.S.

#### Key Accomplishments:

- Placed in the top 10 graphic designers out of 200+ nationally while working for a large branding company.
- Created processes, work-flow and presentation standards that consistently won over new clients.

### G5, Bend, Oregon

Senior Design Specialist | December 2012 - May 2017

A creative leader and subject matter expert in user interaction, a graphic designer of captivating visual design for print and web projects. Worked within a team of other highly skilled creatives.

#### Key Accomplishments:

- Became a trusted and valued member of a creative team and mentor of entry-level designers.
- Implemented additional skills, ideas and processes into the company department.
- Created a proposal deck that helped G5 Search marketing win a \$76 million investment with PeakEquities. This was the largest investment in a company in 2015.