

KristiWISNER

DIGITAL DESIGN & ART DIRECTION

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EXPERIENCE

Designer, Mobile & Enhancements

Macy's *March 2014 - Present*

Executed long-view digital strategies through design in a fast-paced team environment. Participated in leadership groups surrounding over-arching design strategy for future mobile development and release. Worked closely with cross country development team to ensure best practices and maintain web standards cross-platform. Developed and coded the first mobile-friendly daily marketing holiday emails. Design lead in creative collaboration lab creating a fully functional social integration product. Received Make Magic Awards each year for mobile and sitelet designs.

Art Director, Integrated Marketing

Here Media *January 2013 - March 2014*

Created print, web and interactive designs across all Here Media brands. Responsible for conceiving, designing, and executing visual materials for integrated, cross-platform promotions, including design and strategies for front-end development of various brand websites. Created global brand identities, concepts for advertising campaigns and broadcast programming, and all in-house collateral.

Senior Designer

Here Media *March 2011 - January 2013*

Graphic Designer

Here Media *December 2007 - March 2011*

Freelance Designer

January 2005 - Present

Design and develop visual experiences for print, web and interactive creatives, including UI design, brand identities and logos, websites, digital ads and email newsletters. Clients include: Hearst Town & Country, Kobrand Wine & Spirits, Secret Sauce Partners, Smucci Cosmetics, Toluna Group

EDUCATION

Ringling College of Art & Design

Bachelor of Fine Arts, *May 2007*

Major: Graphic & Interactive Communication
Minor: Photography & Digital Imaging

New York University

Web Development Intensive, *December 2010*
Professional Certificate of Web Development

School of Visual Arts

Information Architecture & Design, *Fall 2011*
Interaction Design and Strategy, *Fall 2012*

SKILLS & TOOLS

Adobe Creative Cloud
Sketch
Omnigraffle
Invision
MS Office 360
HTML, CSS, PHP, JQUERY

LEADERSHIP

AIGA Sustaining Member

New York Chapter, NY

January 2010 - Present

MAC AIDS FUND Ambassador

MAC Cosmetics

July 2005

Designed fundraiser tickets, posters, flyers for non-profit MAC AIDS FUND event.