

# KristiWISNER

DIGITAL DESIGN & ART DIRECTION

## EXPERIENCE

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### Senior Designer, Product & Design Systems

**Macy's** 2016 - Present

Create strategies for establishing creative consistency and the implementation of a design system company-wide. Lead designer on design system team, working with designers & engineers to develop & maintain consistency through the atomic methodology. Lead innovation team of developers and designers to prototype & develop new concepts across marketing and product teams in an agile & fast-paced format.

### Designer, Mobile & Product

**Macy's** 2014 - 2016

Delivered long-view digital strategies to maintain mobile consistency through design & development. Worked closely with development teams to ensure best practices and maintain web standards. Mentored other designers on responsive best practices, style guides & designing inclusive experiences for accessibility.

### Art Director, Integrated Marketing

**Here Media** 2013 - 2014

Responsible for conceiving and delivering brand identities, style styles, advertising campaigns, and in-house collateral. Led a team of designers with digital and printed visual materials, specifically geared toward programmatic web enhancements. Led digital strategies for front-end development and UI style guides of brand websites.

### Senior Designer

**Here Media** 2011 - 2013

### Graphic Designer

**Here Media** 2007 - 2011

### Freelance Designer

2005 - Present

Design visual & interactive experiences for digital products & marketing creatives. Clients include: Hearst Town & Country, Kobrand Wine & Spirits, Secret Sauce Partners: Fit Predictor, Outfit Maker, Style Finder, Smucci Cosmetics, Toluna Group

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## EDUCATION

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### Ringling College of Art & Design

Bachelor of Fine Arts, 2007

Major: Graphic & Interactive  
Communication

Minor: Photography & Digital Imaging

### New York University

Web Development Intensive, 2010

Professional Cert. of Web Development

### School of Visual Arts

Information Architecture & Design

2011

Interaction Design and Strategy

2012

## SKILLS

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Visual & UI Design, Creative Direction,  
Interaction Design, User Experience  
Design, Prototyping (Paper and Digital),  
Wireframing, Front-end development  
(HTML, CSS, PHP, JQUERY)

## LEADERSHIP & AWARDS

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### AIGA Sustaining Member

**New York Chapter, NY**

2010 - Present

### MAC AIDS FUND Ambassador

**MAC Cosmetics**

2005

### Macy's Magic Maker:

Black Friday, 2015

### Macy's Magic Maker:

Mobile Team Award, 2015

### Macy's Omnichannel Best of the Best

**Award:** Mobile, 2014

### Macy's Making Magic Award:

Mobile Team Award, 2014