



KERSTIN WHITNEY

GRAPHIC DESIGNER

📍 Lawrenceville, GA 30043

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Highly creative and proficient Graphic Designer skilled in client collaboration and problem solving. Very capable in providing an end product that is visually appealing, on budget and timely. Demonstrable strengths in graphic design, project management, and communication. Comfortable in both Mac or PC environments.

SKILLS

Software/Hardware Skills

Adobe InDesign
Adobe Illustrator
Adobe Photoshop
Adobe Dreamweaver
Adobe Acrobat
QuarkXPress
CorelDRAW
HTML/CSS
Microsoft Office
PC
Mac
Wide Format Printing

Soft Skills

Creative
Dependable
Flexible
Collaborative
Solution-Oriented

EXPERIENCE

Presentech/Eventprints Graphic Designer

May 2022-Current

Independently conceptualize engaging designs for EventPrints products and Presentech clients. Collaborate with team members and clients to assess goals and present multiple designs for review. Design for a wide range of materials and uses: small digital, large press, wide format, vinyl, dimensional and digital. Implement brand guidelines and overall standardization of Presentech marketing collateral. Create materials for outside clients that maintain branding and adhere to their current collateral for seamless integration. Revise outside client files to ready for press, including color correction, adding bleeds and resizing. Explore and implement current design trends, where applicable, to keep a fresh perspective

The UPS Store Graphic Designer/Traffic Manager

July 2020-January 2022

Responsible for following through on all customer graphics orders by developing creative concepts and building graphic solutions. Prepare creative concepts, graphic design, pre-press work, and technical specifications necessary to complete projects. Communicate effectively with customers in-person, by phone or e-mail. Prioritize all work flow based on client deadlines and availability of resources. Produce print jobs either in-house or set up for outsource vendors. Maintain an archive of client work and artwork libraries for future use.

Freelance Graphic Designer

2004-2020

Collaborated with clients to create branding, web sites, print media and digital communications for many different individuals, companies and industries.

Loyaltyworks Sr. Graphic Designer/Traffic Manager

1998-2004

Fashioned entire branded loyalty campaigns for a wide range industries and companies from inception to delivery. Campaigns included everything from print catalogs, postcards for targeted audiences, web sites, blast e-mails and Flash media. Built and maintained relationships with various vendors to bring printed materials to fruition based on best quality and pricing.

EDUCATION

College of Lake County, Grayslake, IL

Associate of Applied Science

Illinois State University, Bloomington, IL

Art Major

Columbia College, Chicago, IL

Art Major