



KERSTIN WHITNEY

GRAPHIC DESIGNER

As a versatile Graphic Designer with over 20 years of experience turning complex ideas into clean, professional visuals, I pride myself on being a reliable team player who hits deadlines and stays on budget without sacrificing creativity. From large-format environmental graphics to detailed print catalogs and digital ads, I've handled just about every type of project. I'm also just as comfortable presenting concepts to laymen as I am to corporate stakeholders.

PERSONAL

📍 Lawrenceville, GA
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TOOLKIT

Design

Adobe Creative Suite (InDesign, Illustrator, Photoshop, Bridge), Color Theory, Typography, and Layout.

Production

Pre-press, Color Correction, Large Format Printing, Vinyl/Dimensional Design, and Fiery RIP.

Platform

Fluent in both Mac and PC environments.

EDUCATION

Associate of Applied Science

College of Lake County
Grayslake, IL

Additional Studies

Illinois State University
Bloomington, IL
Columbia College
Chicago, IL

EXPERIENCE

Freelance | Lawrenceville, GA | Graphic Designer | 09/24-Present

- Overhauled my personal brand, including a new visual identity system and a modernized digital portfolio.
- Provide design support for local community events, including large-format environmental graphics and event signage.

Presentech/Eventprints | Atlanta, GA | Graphic Designer | 05/22-09/24

- Handled the full design workload for EventPrints products and Presentech's corporate clients.
- Executed all projects from a rough concept to a finished product while maintaining all current brand standards.
- Designed for a huge range of outputs: digital assets, four-color digital and sheet-fed presses, large-format and dimensional signage.
- Took the lead on overhauling Presentech's internal marketing materials to make sure everything we put out looked consistent and professional.
- Prepped outside files for press including fixing bleeds, resizing, and color-correcting so jobs ran smoothly.

The UPS Store | Suwanee, GA | Graphic Designer/Traffic Manager | 07/20-01/22

- Managed all graphic design projects, from the first customer greeting to the final printed piece.
- Juggled all workflows and deadlines, ensuring every customer got a quality product on time.
- Designed everything from business cards, flyers and banners to social media ads for local marketing.

Freelance | Lawrenceville, GA | Graphic Designer | 2004-2020

- Built a 16-year career partnering with individuals and companies to build their brands, websites, and print media from the ground up.

Loyaltyworks | Buckhead, GA | Sr. Graphic Designer/Traffic Manager | 1998-2004

- Designed full-scale branded loyalty campaigns for major industries, covering everything from print catalogs and postcards to early web and email marketing.