

# KRISTEN WAITE

GRAPHIC DESIGNER | 413.265.5666 | kristen.waite@mac.com

A highly skilled designer with positive attitude, experience and dedication. Will do whatever it takes to get the job done quickly and efficiently.

**School of Advertising Art Graduate** - Kettering, OH  
Graphic design, color theory, illustration, type indication and creative problem solving.

**Miamisburg Senior High School Graduate**

- Adobe Creative Suite
- Quark XPress
- Apple Computers
- Large format printers
- Supply ordering
- Vendor Sourcing
- MS Office

- Quick adaptability
- Execute multiple tasks
- Manages equipment rooms
  - Deadline focused
- Manage/Train interns and freelancers
  - Social media

## **KW Design** • 2012 – Ongoing

Freelance Design for a wide range of clients. Some examples include: Thomas J O'Connor Animal Adoption: Springfield, MA- signage, brochures, social media, marketing.

Bunnell Photography: W. Springfield, MA- Logo, brochure, letterhead, business card, marketing.

The Good Dog Spot: Chicopee, MA- Brochure, flyers and all marketing materials.

Aley Designs: Lake Havasu City, Arizona - Dental marketing materials, flyers, brochures, mailers.

## **Ozion Brands, LLC** - Beavercreek, OH • 2014 – 2015

Senior Graphic Designer - Responsible for concepting, marketing and design for 7 brands under the company's business portfolio. Interior retail design, truck graphics, all print marketing pieces, email campaigns, social media graphics, guided design on websites and mobile apps.

Managing In-house print/production room. Managing interns. Sourcing and negotiating with vendors for printing & materials. Some copywriting, photography, videos, including marketing campaigns from concept to finish. Assisted with shooting tv commercial spot and storyboarding.

## **Yankee Candle Company, Inc.** - South Deerfield, MA • 2000 – 2014

Graphic Designer- Responsible for design and layout of company-wide in house collateral, two Flagship store locations marketing materials and collateral. Signage, ads, wholesale catalogs, candle labels and packaging. Worked with the photo studio to direct photography for 100+ page catalogs. Internal company newsletter for 13+ years. Supply ordering and maintaining large volume printer room. Startup team for Yankee Candle and Chandler's Restaurant Facebook pages including content and monitoring. Manage freelancers. Aid IT dept. and solve internal technical issues with Apple Computers.

## **Spalding Sports Worldwide, Inc.** - Chicopee, MA

Graphic Designer- Design inflatable ball products, packaging, catalogs, internal and external marketing collateral. Follow project from concept all the way to press checks. Overseeing photography for product shoots. Product set up at the PGA show and Super Show booths.

## **Trader Publishing** - Miamisburg, OH

Graphic Designer- Design of advertisements for weekly publications. Training new employees.

## **Outdoor Sports Headquarters, Inc.** - Dayton, OH

Graphic Designer- Advertising and marketing materials, catalogs & product flyers.

## REFERENCES:

Pam Peebles, Director - TJO Animal Adoption Center - 413.781.1484 • PPeebles@tjoconnoradoptioncenter.com

Kathryn Bunnell, Owner - Bunnell Photography - 413.537.8467 • kathy@bunnellphoto.com

Bill Blake, Creative Manager - The Yankee Candle Company - 413.665.8306 • bblake@yankeecandle.com

Fez Ogbazion, CEO - Ozion Brands - 513.317.0857 • fez@ozionbrands.com

