

KristiWISNER

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EDUCATION

RINGLING COLLEGE OF ART AND DESIGN, Sarasota, FL

Bachelor of Fine Arts, May 2007

Major: Graphic & Interactive Communication

Minor: Photography & Digital Imaging

GRAPHIC AND INTERACTIVE EXPERIENCE

Graphic/Interactive Designer, HERE MEDIA, New York, NY 12/2007 – Present

- Worked for **here! Networks, Here Films, Regent Releasing, OUT Magazine, Advocate** and **gay.com**, creating print and web artwork, including full campaigns for programming, for in-house collateral and advertisements, in direct support and collaboration with the lead Art Director
- Worked directly with **Here Films** to create key art for films, and design and code movie websites with both **MPAA** and filmmaker approval; also including the CD artwork for the *Shelter* Movie Soundtrack
- Worked with the Video Editor to create packaging, logos and DVD artwork for After Effects animations for **here! Networks** Original Programming
- Created email blasts, updated the **heretv.com** and **gay.com** websites on a constant basis, and working with Client Services by creating and resizing Flash units, web graphics and uploading content
- Designed and executed visual materials for the integrated marketing promotions and web-exclusive interactives, including site mock-ups, Flash components, icons, and co-branded Flash ad units for high-end clients such as **AT&T, Cesar, Chase, Continental, DIAGEO**, and **WYNN**

Art Director Internship, BERLIN CAMERON UNITED, New York, NY 08/2007 – 12/200

- Engaged in Team brainstorming sessions for campaigns and interactive concepts
- Created spec ads and Keynote presentations for luxury brands **Belvedere, Boost Mobile, Dell, Ford, Heineken Interactive**, and **Hennessey**.
- Participated in commercial casting sessions and on-location video shoots

ENTREPRENEURIAL • LEADERSHIP EXPERIENCE

Makeup Artist, MAC COSMETICS, Sarasota, FL 07/2005 – 07/2007

Applied and created cosmetic applications and completed advanced makeup training.

MAC AIDS FUND Ambassador for Sarasota store, designing fundraiser tickets, flyers and posters for non-profit MAC AIDS FUND event, raising over \$10,000.

Freelance Designer, Sarasota, FL, New York, NY 01/2007 – Present

Created Flash video player for *Citizen Tax*. Designed logos, sitemaps, and websites for *Florida Dance Champions, Inc.*, and *5 Star Ballroom Events*. Designed logo and website for local Brooklyn restaurant *Mojito Loco*. Redesigned Flash ads for *Cape Classics Wine*.

COMPUTER SKILLS • TECHNOLOGIES

- Proficient in Adobe Creative Suite, iWork, Wordpress, and MS Office
- Intermediate experience with ActionScript 1-3, HTML, CSS and JavaScript
- User Interface Design, Site Maintenance & updating through CMS Backend
- Photographing studio shoots and events, digital imaging and retouching
- Ability to communicate design ideas within a fast-paced, cross-functional team and across marketing, ad sales, online and video production teams