KRISTEN PATUTO
G R A P H I C   D E S I G N

kristenpatuto.com | kpatuto@gmail.com | 540.529.7051

EXPERIENCE

CRAFT Media/Digital
Full-Service Digital Media & PR Agency | Washington, D.C.
September 2015 – Present

Art Director
- Lead art direction for client campaigns and new business.
- Involved with project initiation including brainstorming with clients, and coordinating with team members on day-to-day project scheduling and priorities.
- Direct resource for determining hours estimates and scope for prospective projects.
- Responsibilities include both design and editorial work, facilitating collaboration of other designers in executing established creative direction, and working with the accounts teams in managing design projects.

Senior Graphic Designer
- Design identity systems from conceptualization to execution, working both independently and with creative and account teams across the agency.
- Lead designer on larger-scale projects, while overseeing other designers to maintain brand consistency and integrity.
- Collaborate with teams both on and off-site to maintain quality assurance of digital and printed collateral for client events.

Graphic Designer
- Design materials including branding, social media marketing, digital advertising, infographics, print design, landing pages, and event collateral.

American Federation of Teachers
Teacher's Labor Union & Affiliate of the AFL-CIO | Washington, D.C.
April 2015 – September 2015

Graphic Designer
- Designed print and digital materials including fliers, brochures, booklets, social media graphics, web ads, logos, posters, infographics, and presentation slides.

FREELANCE

Freelance Designer, Fannie Mae | Washington, D.C.
March 2015

EDUCATION

Virginia Polytechnic Institute and State University | Blacksburg, VA
Bachelor of Fine Arts, Visual Communication Design; Minor in Art History
May 2014

ORGANIZATIONS

AIGA | *Fall 2011 – Present*

SKILLS

Software		**Other**
strong	Adobe Creative Suite:	Branding/Identity Systems
	Indesign, Illustrator, Photoshop, XD	Print Design
	Invision App	Digital Advertising
	Sketch	Web Design
familiar	HTML/CSS	Data Visualization/Infographics
		Typography
		Art Direction