

ART DIRECTOR/DESIGNER

An award-winning Art Director and Graphic Designer, Kristen is a seasoned professional with an eye for creativity. Kristen's ability to design and develop innovative and on-target corporate marketing materials is unmatched. She prides herself in maintaining close contact with clients during conceptual development and production phases by continuously seeking their input. Kristen works closely with creative and production teams to translate the goals of a concise creative brief into a successful design formula. She is highly organized and always seeks to give her clients the most detailed service.

EXPERIENCE 15 years

EXPERTISE

- Conceptual development
- Creative development
- Campaign design and production
- Corporate materials design and production
- Coordination and oversight of creative, web and production teams
- Management of support services, contractors and budget
- Quality control for production projects

CURRENT EMPLOYMENT

Kristen Dill, Dill and Company, Owner

Client List:

- Atwater's
- Body and Soul Nutrition
- Boys and Girls Clubs of Greater Washington
- CMHS
- Crossings, A Center for the Healing Traditions
- First Congregational United Church of Christ, Washington, D.C.
- Greener Gardens
- InJoy
- International Trade Administration (ITA)
- International Trade Administration (ITA), U.S. Department of Commerce (DOC)
- Manufacturing Extension Partnership (MEP), National Institute of Standards and Technology (NIST), U.S. Department of Commerce (DOC)
- Mind in Heart Healing
- Soul Lightening International
- Takoma Park Silver Spring Co-op
- The Integrative Cardiac Health Project (ICHP) at Walter Reed Army Medical Center
- U.S. Commercial Service (USCS), International Trade Administration (ITA), U.S. Department of Commerce (DOC)
- International Trade Administration (ITA), U.S. Department of Commerce (DOC)
- Whole Body Harmony
- Whole Foods Market

PAST EMPLOYMENT

Market Experts Inc. (1996-2006)

Art Director/Designer/Production Coordinator

Work with Creative Director and Marketing Strategist to develop concept and creative direction for various projects. Design and develop branding campaigns, corporate materials, direct mail, exhibit and conference collateral, identities, newsletters, advertising, and websites. Manage Senior Graphic Designer and Web Developer. Coordinate and manage vendors, copywriters, and freelance designers. Prepare production specs, send out bids, prepare final budget document for clients. Five years experience overseeing and running daily operations of agency with 1.5 million gross sales annually. Five years experience in sales and bringing in new clients.

Client List:

- American Association of Retired Persons (AARP)
- American Bankers Association (ABA)
- American Diabetes Association (ADA)
- American Gastroenterological Association (AGA)
- Asoyia
- American Society for the Prevention of Cruelty to Animals (ASPCA)
- Blackboard, Incorporated
- onCourse through Corporation for Public Broadcasting
- Datatel
- Greenpeace
- Institute of Electronics and Electrical Engineers (IEEE)
- JZA, Incorporated
- MCI
- National Association of Securities Dealers (NASD)
- Palladian Partners
- Marsh Affinity Group Services, a division of Marsh and McLennan
- University of Maryland University College (UMUC)
- Washington Adventist Healthcare and Washington Adventist Foundation
- Washington Business Journal
- Willow Street Yoga Center

U.S. National Arboretum (1995)

Educational Specialist for the National Herb Garden. Develop and implement hands-on educational programs for elementary students. Design and develop six Discovery Carts, a mobile hands-on exhibit for children. Purchase props, set up mobile exhibit, train staff, and maintain props.

U.S. National Arboretum (1992-1994)

Signage and Educational Coordinator. Coordinate a comprehensive identity/signage program to reach U.S. National Arboretum visitors. Design and develop wayfinding map, brochures, fact sheets, kiosk materials, exhibits, and signage using USDA Design Guideline Manual. Supervise and manage volunteers.

AWARDS

2004 Citation of Excellence ADDY Award: For Datatel's Your Formula for Success Interactive Multimedia, from The Advertising Club of Metropolitan Washington

2003-2004 STEP Magazine Best of Design Annual: For Willow Street Yoga Corporate Identity, from STEP Inside Design Annual Review Competition

2003 MAXI Award: For assistance with the Boys and Girls Club of America Bulletin Series Publication, from Direct Marketing Association of Washington

2004 Bronze Award: For Mail Solicitation for Marketing for the Institute of Electrical and Electronics Engineers (IEEE) Multiplan Mailing, from the Professional Insurance Marketing Association (PIMA)

2003 Silver Award: For Mail Solicitation for Customer Relationship Marketing for the Institute of Electrical and Electronics Engineers (IEEE) Newsletter, from the Professional Insurance Marketing Association (PIMA)

2003 First Place: For Willow Street Yoga Newsletter Design, from Element K Journals' 2003 Annual Design Competition

2003 Second Place: For Willow Street Yoga Corporate Identity, from Element K Journals' 2003 Annual Design Competition

2003 Third Place: For Iowa Quality Agricultural Services (IQAg) Corporate Identity, from Element K Journals' 2003 Annual Design Competition

ARTIST

Juried Shows:

Washington City Paper Crafty Bastards (2004 & 2005)
Takoma Park Folk Festival (1998)

PHOTOGRAPHER

Juried Shows:

Bethesda Row (1999)
Takoma Park Folk Festival (1998)

Commissioned:

Whole Foods, Silver Spring, MD (2000)

KRISTEN A. DILL
305 Hilltop Road
Takoma Park, MD 20910
301.760.7282
kristen@dillandcompany.org

INTERIOR

Dill/Cimmino LOFT Renovation

Art direction for all interior materials, selected materials used, and managed general contractor.
To view photos go to <http://www.wdarchitects.us/projects/living/portfolio5/sample1.htm>

SOFTWARE

Adobe Creative Suite (CS3): Acrobat, Illustrator, InDesign, PhotoShop,
Microsoft Office
MAC OSX Platform

EDUCATION

Bachelor of Science (1992)
Horticulture
Iowa State University

Graduate Class (1998)
Typography
Maryland Institute College of Art

Graduate Class (1996)
Papermaking
Corcoran College of Art and Design