

# kristen cox

Welcome to my resume! I've tried to anticipate any questions you might have along with the usual lists of "what" and "where" but if you have any further questions please email me at [kristenhcox@gmail.com](mailto:kristenhcox@gmail.com) or call me at 617-600-8363.

As, Kristen Reinertsen, I attended **Rochester Institute of Technology** and graduated in 2002 with a Bachelor of Fine Arts in Graphic Design. I have since upgraded to a much shorter last name (Cox), though one I still feel the need to spell to avoid similar homonyms.

With 70% fewer letters to type, I'm able to now spend all my time immersed in **Adobe InDesign, Photoshop, Illustrator and Dreamweaver** and keeping my web skills alive with **HTML and CSS**. As a result of working in offices and starting my own business, I've also learned the darker ways of **Microsoft Word, Excel and Powerpoint**.

It has all paid off in the end, though, and I'm the proud recipient of an Addy from the Rochester Advertising Federation in 2002 for my student work as well as two concurrent **GD USA Inhouse design awards in 2007 and 2008**.

Please visit me online at <http://www.kristenhcox.com> if you'd like to see more of my recent work.

## details

**AVAILABILITY.** I work on a variety of projects from small one-time assignments to larger on-going jobs. I have also stood in for in-house designers during their vacation time. For specific time commitments please contact me at [kristenhcox@gmail.com](mailto:kristenhcox@gmail.com).

**PROCESS.** To begin, I speak with the project manager to figure out what the project entails and then estimate the number of hours it would take. If I'm working with a new client, any brand standards or previous design work is helpful to keep the work in line with any established looks. After receiving the final copy I'll present several options via pdf and we can work from there to come to a final piece. I have also used Robohead and FunctionFox (both time capture software) if you use a similar system.

**NO HIDDEN COSTS.** If stock photography is required and you don't have a subscription to a photography site, I primarily use istockphoto (a very cost-effective stock photography/illustration site). For print pieces I can deliver (FTP or DVD) to a printer of your choice or I can provide quotes from printers I have worked with in the past.

## in their house



**Production Designer**, American College of Cardiology (ACC)\*  
Bethesda, MD 06/2004 – 01/2005

At ACC I was provided with doctors' findings and created charts and graphs in the ACC branded style for their publications.



**Graphic Designer**, Discovery Communications\*  
Silver Spring, MD 01/2005 – 02/2005

At Discovery Communications I created myriad of small print pieces including invitations, internal templates, posters and coupons for the Discovery Store.



**Graphic Designer**, Strayer University  
Arlington, VA 03/2005 – 08/2006

At Strayer University, the work was more diverse. I did everything from creating and executing e-mail campaigns, logo design, flyers, brochures, intranet system, web banner ads, print ads, and promotional pieces.



**Graphic Designer**, Society for Human Resource Management (SHRM)  
Alexandria, VA 08/2006 – 09/2007

SHRM expanded on the length in which I was involved with a project. I worked one-on-one with many internal clients from concept to print. Projects were mostly print and ranged from materials such as brochures, manuals, print ads, invitations, direct mail pieces, and posters but also included web ads and promotional pieces.

## in my house

I left both full-time jobs as a result of moving. In the first instance, the company was changing locations, and in the second, I changed locations. Shortly after leaving both jobs, they called me up and I continued my work with them on a contract basis.



**Hodgson Consulting** ("Evolve" marketing campaign and website redesign)

**Park Playhouse** (logo and website design; WordPress implementation)

**Society for Human Resource Management (SHRM)** (on-going work including 2010 Annual Booth Graphics, Summer 2010 Health Care Self-Mailer and many more)

**HR Certification Institute (HRCI)** (on-going work including 2010 Annual Booth Graphics, "Get Certified. Get Notice" Ad Campaign, HRCI Handbook and many more)

**Modern Toile Photography** (logo, business card design and WordPress Implementation)

**Thomer Gil Consulting Group** (logo, business card, letterhead and website design)

**Driveway2Driveway** (marketing materials)

**VoiceFlight** (user reference card)

**FirePublish** (logo and website design)

**Strayer University** (e-mail campaigns and marketing materials)



**Owner, The Future Mrs. Darcy** Established 10/2007

I had designed wedding invitations for two colleagues before my own wedding and had generated so many ideas that it only seemed logical to start my own business. I specialize in unique wedding invitations based on famous couples.

The Future Mrs. Darcy is constantly expanding with birthday, moving, and holiday cards in accordance with the birthdays, moving, and holidays that happen in my life.

*\*Work through Profiles Placement agency*