



Kristi Probst

FRANKLIN, TN

kristi@kcgrafix.net

TEXT/VOICE 985-789-4099



PROFESSIONAL SUMMARY

Passionate and strategic **Art Director and Graphic Designer** bringing strong conceptual and visual communication skills and expert understanding of graphic design principles. Owns projects and sets standard for creative excellence in design discipline. Keeps track of finite details and final composition and thrives in fast-paced environments with tight timelines.

SKILLS

Art Direction (10+ years)
Graphic Design (10+ years)
Photography and Video Editing
Adobe Creative Suite (10+ years)
Microsoft Office Suite

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EXPERIENCE

Freelance Art Director Graphic Design February 2000 - Current

Kcgrafix, inc | Franklin, TN

Providing graphic design, Art Direction for clients across various industries.

Designed all Graphic design elements for customer projects including websites, print collateral, branding material, social media, web, email marketing for a host of clients using all Adobe Creative Suite and Mac based applications.

- Spearheaded all video editing
- Reviewed and created storyboards for visual elements.
- Met client objectives, leveraging expertise in typography, iconography, color theory, digital design and UI tactics.
- Implemented workflow management
- Obtained quotes, working with printers
- Communicated creative strategy and notes through both in-person and remote team meetings.
- Managed layout approval process, presenting designs and incorporating feedback to improve final products.
- Kept simultaneous accounts and projects on-track and within budget limits.
- Led creation and delivery of design solution documentation to support marketing campaigns and product launches.

Creative Director August 2018 - March 2019

Diamond Digital

Various administrative tasks including testing for Google Ad Words, Print and Social Media Design, and researching multiple analytics for use in Marketing and Sales, Photo editing for web and print, Video editing and creating, setting up work flow process and organizing and maintaining deadlines.

Creative Director/Art Director February 2018 - August 2018

Bamm Communications

Implemented, Edited and Directed: events, video, photo, print, marketing, social media

Art Director October 2016 - February 2018

Gallinghouse Marketing + Creative

Performed Art Direction and graphic design of the following creative materials from concept to finish for all corporate and local clients of the agency: branding, re-branding, style guides, concept art, marketing materials, print collateral, photography assets, icons, signage, trade-show booths, advertising, digital assets, presentations, POS items. Oversaw Preflight of creative files sent to outside printers

- Maintained IT for art computers, printers and studio services and supplies
- Redesigned and Art Directed magazine publication (print and on-line)
- Maintained consistent visual direction
- Prioritized creative project expenses
- Maintained production schedules
- Conducted interviews, managed intern

Assistant Art Director August 2015 - January 2016

Smitty Supply Inc

Print Media Manager January 2008 - October 2010

Take 5 Oil

Graphic Designer October 2005 - January 2008

St. Tammany News | Covington, LA

Education

Area of Study: Fine Art and Graphic Design
Delgado Community College, New Orleans, LA
Southeastern Louisiana University, Hammond, LA
Art Institute of Houston, Houston, TX



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