



krista hoffler

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914 Mineo Lane

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### education

#### AAS, Multimedia Design

12 '12

Tidewater Community  
College's Visual Arts Center  
Portsmouth, Virginia

#### BA, Graphic Design

05 '07

Hampton University  
Hampton, Virginia

### creative skills

Typography

Branding

Print Design

Package Design

Web Design

Motion Graphics

Video Editing

### software

Adobe InDesign

Adobe Illustrator

Adobe Photoshop

Adobe Dreamweaver

Adobe After Effects

Quark Xpress

Final Cut Pro

HTML & CSS

Microsoft Office

### professional experience

#### Graphic Designer | 08 '09 – Current | Influence Hair Care, Norfolk, Virginia

In-house graphic designer at Influence Hair Care, manufacturer of a salon exclusive hair care product line. Design and execution of routine collateral materials for special events and product promotion to include flyers, brochures, expo signage, and calendars; creating, updating and managing product packaging; coordinating estimates and production with vendors; content management for company website; and developing strategy for implementation of relevant content and campaigns through email marketing and social media.

#### Owner & Designer | 01 '09 – Current | KH Designs, LLC, Portsmouth, Virginia

Focus on print design; working with design studios, print shops and directly with clients to conceptualize, execute and produce branding and collateral materials. Major projects: event collateral for Afr'Am Festival 2010 in Norfolk, VA; design of all print collateral for Black Expo Tour 2010 in 3 markets; cover to cover layout and design of Black Pages USA 2010: Triad, NC Edition (80pg) & Charlotte Edition (148pg). Major clients: HR Creative Designs, Sherwood's Business Center, Classic Hair Studio II.

#### Production Artist | 06 '07 – 11 '08 | Meridian Group, Virginia Beach, Virginia

Full time member of the consumer team at Meridian Group, an integrated marketing communications firm. Collaborated on development and execution of branding campaigns for Bon Secours Virginia and Iredell Memorial Hospital; conceptualized print ads and collateral pieces for MDV Nash Finch; produced weekly print ads and circulars for Grand Furniture; tasked to digitally archive large product image library and stock photography. Other client work included Bon Secours Richmond, Bon Secours Hampton Roads, Pembroke Mall, Broadway Mall, Tidewater Builders Association and Farmers Bank.

#### Design Intern | 09 '06 – 05 '07 | Meridian Group, Virginia Beach, Virginia

Worked closely with the consumer team's creative director and art director to design retail ads and collateral for Grand Furniture, Pembroke Mall, Bon Secours Richmond.

### freelance experience

#### Fine & Performing Arts Department, Hampton University | 08 '06 – 05 '07 | Hampton, Virginia

Served as lead designer for University theatre and creative arts areas. Conceptualized and created posters for theatrical productions, calendars, brochures and course catalogs.

#### Hampton University Lady Pirates Softball Team | '07 Season | Hampton, Virginia

Contracted to design 12-month calendar featuring the players, as well as a season schedule poster for campus-wide posting.

#### The Saracen, Hampton University's Literary Magazine | '06 & '07 Editions | Hampton, Virginia

Responsible for 60+ page layout, proofreading, and photo correction.

### awards

**Visual Arts Center Scholarship '12** Tidewater Community College's Visual Arts Center

**Silver Student ADDY '07** Given by American Advertising Federation of Hampton Roads for poster design

**Outstanding Scholar '07** Fine & Performing Arts Department, Hampton University

Named top student in the Department, Class of '07