

## SUMMARY

Professional graphic designer and creative director with fifteen years of experience and formal education in increasingly challenging creative roles. Based in the Silicon Valley, I have a BFA from San Jose State University's prestigious Graphic Design program, plus over 15 years real-world design experience. I have been developing my artistic talents, starting at a young age developing a winning national logo in high school and most recently designing an award-winning magazine for The Tech Interactive in downtown San Jose. My professional preparation, attention to detail, instinctual creativity, and work ethic make me a positive addition to any team. I create strong relationships with colleagues and support their success by setting clear expectations, listening to their feedback, and regularly following up.

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## EDUCATION

San José State University, San José, CA

Bachelor of Fine Arts in Graphic Design, Cum Laude, May 2009

Completion of Leadership Gilroy, Class of 2011

## TECHNICAL SKILLS

Adobe Illustrator, Adobe Photoshop, Adobe InDesign, Microsoft PowerPoint, Microsoft Word, Microsoft Excel, Mac OS, Keynote, Pages, HTML and Photography

## EXPERIENCE

Senior Creative Director, The Tech Interactive | September 2015–Present

- Develop and manage The Tech's brand identity, with an unwavering focus on goals for earned and contributed revenue.
- Collaborate with the Director of Media and Community to help develop and execute marketing plans for all of The Tech's exhibits, programs and events, which are designed to inspire innovation with human-centered technology.
- Serve as the primary project manager, primarily through the Freshdesk system, for all projects developed within the Media + Community department or assigned to by others in the museum. Keep stakeholders apprised of project status, consult on creative direction and gain consensus while driving projects to completion on time and on budget.
- Oversee the development and production of extraordinary print and digital materials, including but not limited to printed collateral, presentation slides, web pages, email templates and e-blasts, social media tiles, advertisements, signage, letterhead, and special projects. Ensure that these materials meet individual project goals, support efforts to increase revenue and attendance and maintain a strong overall brand identity.
- Work with the Learning team to conceptualize, develop and produce environmental and other graphics for exhibits, including logos, graphic panels and environmental graphics. Produce designs for other programs on the museum floor including wayfinding signage, labs and The Tech Studio.
- Manage the work of the Creative Services team. Help team members prioritize projects and timelines, develop their design and project management skills, and create visually appealing designs while supporting institutional needs.
- Develop and maintain templates and archived designs that streamline workflows and improve brand consistency. Maintain and improve the brand guidelines and ensure they are enforced institution-wide.
- Oversee the design, UX and UI of the web site in conjunction with internal and external partners. Ensure it remains up-to-date, accurate, on-brand and communicate along the way with stakeholders.
- Continuously prioritize and re-prioritize projects to make sure the most crucial needs are met.

Public Relations Director, Presentation High School, San Jose, CA | May 2013–September 2015

- Oversaw, designed, and printed all marketing projects from concept through production.
- Worked directly with the principal, campus departments and teachers to fulfill their creative needs.
- Maintained and updated website content, photography and structure.
- Assisted in managing social media; updating graphics, photos or status updates.
- Supervised Communications Manager, working to ensure all communications are innovative and energetic.
- Maintained the Presentation High School brand to ensure consistency in all creative outlets.

Graphic Designer II / Production Supervisor, Articulate Solutions, Gilroy, CA | November 2007–May 2013

- Managed projects from concept through production. Designed materials ranging from invitations and posters to identity standards manual for San José State University, CSU Bakersfield and CSU East Bay using school colors and photography.
- Created faculty-use Microsoft Word templates for department promotional brochures and conducted onsite training of SJSU and CSUB university staff in usage and editing.
- Conceived, illustrated, or produced branding for dozens of clients, including the City of Gilroy and an award-winning collateral and identity set for a local bakery.
- Served on marketing committee and designed promotional materials including the invitation, event program, and sponsor banners for the annual Spring Lamb Barbecue benefiting the Ronald McDonald House at Stanford.
- Trained and supervised interns on design projects, software and techniques.

HONORS AND AWARDS

2019 Communicator Award, Silver Award of Distinction, Made at The Tech Magazine/Annual Report

2018 Hermes Creative Awards, Gold Medal, The Tech Annual Report

2018 Hermes Creative Awards, Honorable Mention, Tech Challenge Logo Design

2016 Hermes Creative Awards, Gold Medal, Made at The Tech Magazine/Annual Report

2016 Communicator Award, Silver Award of Distinction, Made at The Tech Magazine/Annual Report

2009 Davey Award, Silver, Identity Set

Dean's Scholar, SJSU College of Arts and Humanities, 2004–2009

COMMUNITY INVOLVEMENT

Board Member, Fogelquist Fund for Education

PORTFOLIO

kristathomasdesign.com