



kristinaedstrom

GRAPHIC DESIGNER

941.725.4286

KristinaWE@yahoo.com

www.KristinaEdstromDesigns.com

www.facebook.com/KristinaEdstromGraphicArt

Bradenton, FL and Remote



Past & Current Clients Include:

- ☞ D'Tails Pet Boutique & Spa
- ☞ Ortygia Restaurant
- ☞ Haven Orlando
- ☞ Feld Entertainment, Palmetto FL
- ☞ Author Dr. Robert Krupp
- ☞ Wagner Realty, Inc.
- ☞ Coast Controls, Inc.
- ☞ Spark Notes Band
- ☞ EveryOne Rocks Music Studios

These Are A Few Of My Favorite Things:



Coffee



A Good Book on a Rainy Day



Magic & Illusions



Puzzles & Logic Games



New PhotoShop Techniques



EXPERIENCE & FREELANCE PROJECTS

- ☞ Photo Manipulations
- ☞ CD Covers
- ☞ Newsletters
- ☞ Print Ads (Restaurant & More)
- ☞ Logo Designs
- ☞ T-Shirt Designs
- ☞ Book Design/Layout/Art Dir.
- ☞ Social Media Posts
- ☞ Brochures, Manuals, Calendars
- ☞ Restaurant Menu Design
- ☞ Research & Development
- ☞ Marketing Concepts
- ☞ Website Design (Front End)
- ☞ Flyers & Business Cards
- ☞ Trade Show Print Ads/Displays
- ☞ Banners & Large Signs

SOFTWARE & MAD SKILLZ

- ☞ PhotoShop
- ☞ InDesign
- ☞ Illustrator
- ☞ Microsoft Word
- ☞ MailChimp, ConstantContact +
- ☞ Wix Platform
- ☞ Art Direction
- ☞ Photo Editing & Manipulation
- ☞ Book Design/Layouts
- ☞ Creative Writing
- ☞ Layout/Templates
- ☞ Psychology of Marketing
- ☞ Can Make a Great Pot of Coffee



With over 8 years of experience, I pride myself on exceptional design and photo editing that meets client needs, bringing ideas to life visually, combining right brain intuitiveness with left brain strategy. Being familiar with working on my own or on a team with art directors and designers, I'm flexible, work well with deadlines, can handle rush requests, have experience in all stages of design, and can work with many or few directions while staying within brand guidelines and standards. I am sure I can deliver timely, high quality and unique designs that will fit your brand aesthetic.

Portfolio Website: www.KristinaEdstromDesigns.com



EDUCATION & AWARDS

FULL SAIL UNIVERSITY

December 2012

BS Digital Graphic Design

- ☞ Valedictorian 3.94 GPA
- ☞ Advanced Achievement Award
- ☞ 6 Course Directors Awards

Also attended:

School of Visual Arts, NYC
Center for the Media Arts, NYC
Pratt Institute, NYC



ADDITIONAL AWARDS

- ☞ 5 Mom's Choice Awards
Laura & Grandpa Children's Book Series
- ☞ Silver FAPA Presidents Awards
Florida Authors & Publishers Awards
Children's Picture Book Category
- ☞ Gold FAPA Presidents Award
Florida Authors & Publishers Award
Children's Educational Book Category

Kristina Edstrom

Graphic Design/Production Art

Bradenton, FL 34203

KristinaWE@yahoo.com

941-725-4286

Vast experience in designing for many types of businesses

Great communication, reliable & prompt

PROJECTS INCLUDE:

- Marketing materials, pamphlets, stickers, and more.
- Print Ads
- Photo Editing/Manipulations
- Book Cover design/Book and magazine/catalog layout and content
- CD Covers/Shirts
- Business Materials (business cards etc.)
- Social Media Post creation & design
- Menus, Brochures and Flyers.... and more!

SKILLS INCLUDE:

- Photoshop/Indesign/Illustrator with PC and Mac
- Prompt Communication if remote
- Typography
- Art Direction
- Production Art
- Layouts
- Color Theory
- Photo Editing and Manipulations
- Creative Writing Skills

Authorized to work in the US for any employer

Work Experience

Freelance Graphic Designer/Production Artist

Kristina Edstrom Designs - Bradenton, FL

January 2012 to Present

Currently I am a freelance designer working from my home studio with Adobe CC on both Mac and PC. I pride myself on exceptional design that meets client needs, bringing ideas to life visually, combining right brain intuitiveness with left brain strategy, taking the design to a new business-driven incredible level. I am heart-centered, goal-loving, dedicated and disciplined. My greatest sense of accomplishment comes from seeing how my designs play a role in helping a business grow. A passion for design blends well with my knowledge of marketing psychology and strategies.

I have vast experience designing for many kinds of businesses on projects ranging from print ads, photo editing, front-end web design, social media posts, menu design, book covers and layouts and more! Design is my passion, and I use typography, layout, hierarchy, and color theory along with marketing psychology to create effective designs that are tailored for each project. I can run creatively on my own, or work as an enthusiastic team partner on all stages of design from 'concept on a napkin' to final products. I'm also very experienced with speaking to clients, print shops and vendors.

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SKILLS INCLUDE:

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- Typography
- Art Direction
- Production Art
- Layouts
- Color Theory
- Photo Editing and Manipulations
- Creative Writing Skills

Please see my portfolio website to see a variety of examples of work I have done. You can also view or download a designed resume on my 'about' page. Thank you in advance for your consideration.

Thank you for the opportunity to apply!

Kindly,

Kristina Edstrom

www.KristinaEdstromDesigns.com

Past Work:

As of December, 2012:

Valedictorian and the winner of the Advanced Achievement Award)

Along with keeping up with deadlines for school projects, I maintained my freelance work while earning my degree. From school projects to client work, I hope my designs will reflect my dedication, perseverance, persistence and passion for learning and design.

(1988-2003]

I had been doing art and design for years as an artist working in the physical medium of collage and oil paint. During my 11 years living in NYC, I was a freelance video editor, working mostly with music videos but also commercials and post-production for TV shows.

My claim to fame back in the day, along with editing music remix videos for Madonna, David Bowie and more, is that I was co-editor for the video extended remix of Sir Mix-A-Lot's 'Baby Got Back' at RockAmerica Studios where I worked for many years.

Education

Bachelor of Science in Graphic Design and Media

Full Sail University - Winter Haven, FL
December 2012

CS in Other Education Includes

SWEDISH INSTITUTE - New York, NY
1997 to 1998

BOROUGH OF MANHATTAN COLLEGE - New York, NY
1996 to 1997

CENTER FOR THE MEDIA ARTS - New York, NY
1990 to 1991

SCHOOL OF VISUAL ARTS - New York, NY
1988 to 1990

ART

PRATT INSTITUTE
1987

Skills

- Graphic Design
- Photoshop
- Adobe
- Typography
- Indesign
- Microsoft Office (5 years)
- Adobe Illustrator
- Adobe Creative Suite
- Branding
- Layout Design
- Social Media Management
- Photo manipulation (8 years)
- Photo editing (8 years)

Links

<http://www.KristinaEdstromDesigns.com>

Awards

Gold and Silver FAPA Awards for Children's Science Books with Author Robert Krupp

March 2019

Various Gold and Silver FAPA Awards for books in the Laura and Grandpa series. Had fun designing them :)

One of them is linked here:

<https://myfapa.org/product/laura-and-grandpa-discovering-da-vinci-book-3/>

Assessments

Graphic Design — Highly Proficient

April 2019

Measures a candidate's ability to create visual media to effectively communicate information and concepts.

Full results: [Highly Proficient](#)

Verbal Communication — Expert

September 2018

Measures a candidate's ability to effectively convey information when speaking.

Full results: [Expert](#)

Attention to Detail — Highly Proficient

February 2020

Identifying differences in materials, following instructions, and detecting details among distracting information.

Full results: [Highly Proficient](#)

Graphic Design — Highly Proficient

February 2020

Using graphic design techniques and producing visual media to communicate concepts.

Full results: [Highly Proficient](#)

Indeed Assessments provides skills tests that are not indicative of a license or certification, or continued development in any professional field.

Publications

Laura & Grandpa- Children's Science Book Series

https://www.amazon.com/s?k=laura+and+grandpa&ref=nb_sb_noss

January 2014

Beginning with Book 2 in the series, I've worked with author Dr. Robert Krupp on over 10 children's science books. Given only a Word manuscript, I created the covers and interior design, branding, website and marketing for the series.

It's Time to Rise and Shine- Motivation Book by Donna Tarquinio

<https://www.barnesandnoble.com/w/its-time-to-rise-and-shine-donna-l-tarquinio/1136784824>

August 2020

From just a manuscript, I created the style, cover, book interior, found and edited images, and created some branding for author Donna Tarquinio. Sold at many retailers including Barnes & Noble, Amazon and more.

Going Up the Down Escalator

https://www.amazon.com/Going-Down-Escalator-Sally-Keyes/dp/0692394427/ref=sr_1_1?dchild=1&keywords=going+up+the+down+escalator&qid=1619457214&sr=8-1

April 2015

This was a wonderful project- taking a Word document and creating a whole 'scrapbook' style to author Sally R. Keyes's memoirs. Breaking the rules of traditional style, I used images and photo manipulations to create a huge visual scrapbook for the author's family and friends, as well as anyone who'd love to read her story! The front cover was already made by Sally with an artist, but I enhanced it. Other than that, the whole book's design and layout was my work. It was truly an honor!

Austin & Grandpa: Discovering Science- Science Book Series for Older Children

https://www.amazon.com/Austin-Grandpa-Discovering-Science-Together/dp/153702275X/ref=sr_1_1?dchild=1&keywords=austin+and+grandpa&qid=1619457632&sr=8-1

February 2020

This is the first 'Austin' book from author Dr. Robert Krupp of the Laura & Grandpa series. He wanted to make a new series geared for children in higher grades. I loved working on this book! From a blank Word manuscript, I created the style and templates for this and future books. I was a bit more bold with this book, and used more photos than 'cute' illustrations as it's geared toward older children. I am looking forward to working on Book 2!

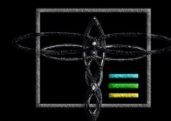
Additional Information

SKILLS AND INTERESTS:

Adobe CS6/CC on Mac and PC, mastery with PhotoShop, and experienced in Illustrator and InDesign, and I also have

skills with Microsoft Office. For fun I enjoy learning magic tricks, and new PhotoShop techniques- photo manipulation is my favorite! I love to make 'eye candy'! Currently I am planning to take an on-line refresher course for AfterEffects.

Along with my artistic endeavors, I have been an office manager, massage therapist, and client relations liaison. These skills learned along the years help me now in client relations. I am more than happy to provide a chronological list upon request.



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GRAPHIC DESIGN

EMAIL REFERENCES AND RECOMMENDATIONS FROM:

LOURDES MASSENGILL OK
D'TAILS PET BOUTIQUE & SPA
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KENNY MERRITT

STARFISH ADVENTURES, INC.

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Graphic design including: Web Design (Wix), Print ads, digital ads, social posts, photo editing, photo manipulation, marketing materials, brochures, posters, as well as ad concepts, arranging printing, email marketing (MailChimp, Constant Contact) writing copy for social posts as well as images and more.

