

kristie beyer

SENIOR GRAPHIC DESIGNER

Experienced designer passionate about web design and branding, with additional interest in layout, print and packaging design. With a strong background in process and transforming existing brands and materials, I craft visually compelling and effective digital experiences, translating creative concepts into assets that elevate brands and engage users.

CONTACT

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🌐 kristiebeyer.com

📍 Alexandria, Virginia

SKILLS

Adobe Illustrator



Adobe InDesign



Adobe XD



Adobe Photoshop



Adobe After Effects



Microsoft Word



Microsoft PPT



CERTIFICATIONS

Certified Trusted Tester

508 standards and guidelines ensure that information and communications are accessible to individuals with disabilities. I am certified for 508 accessibility for web and have experience creating accessible PDFs.

Process Masterclass

Online design course for UX design. The class is broken up into two modules – design thinking and design execution – emphasizes having sound strategy, and that process should be merged with a great sense of craft.



References available upon request.

EXPERIENCE

Adfero

Senior Graphic Designer

March 2022 – Present

- Creative campaign success led to consistent and repeat retainer work, as well as growth on all of my clients.
- Collaborate with account managers to interpret a diverse range of client objectives and deliver design solutions that effectively communicate brand identity and messaging.
- Regularly manage 10-20 projects, effectively prioritizing and ensuring timely completion of deliverables; maintaining quality and consistency.
- Guided a client through a global brand transition, defining structure and flexibility in a brand that previously struggled with organization.
- Worked alongside developers, account teams and client stakeholders to restructure a 25+ page website. Post-restructure our team works to maintain, optimize, and pitch enhancements where needed.

Graphic Designer

October 2020 – March 2022

Junior Graphic Designer

September 2019 – October 2020

Monument Wealth Management

Freelance Designer

August 2018 – March 2020

- I was a key player in the company rebrand.
- Redesigned case studies; maintained evergreen documents; produced collateral such as infographics, awards, and social/blog posts.
- Collaborated with marketing team on new social media campaigns/media outreach.

Design Intern

May 2018 – August 2018

- Reported to Brand Manager; collaborated with all members of the team (i.e. Financial Planning, Asset Management, Presidents, etc.).
- Planned, shot, and edited video for their/website and internship program.
- Redesigned evergreen materials for client meetings.

EDUCATION

University of Delaware
Newark, DE

BFA in Visual Communications

Minor in Art History
Calloway Humanities Scholarship / Dean's List