

# KRISTINE KI

Art Director / Designer / Problem Solver

Let's Collaborate.

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Award-winning design leader, skilled in elevating brand experiences through creativity, collaboration, strategy and communication. Battle-tested problem solver with a can-do attitude, dedicated to bringing brands to life across digital, print and packaging design. Self-motivated team player, adept in delivering thoughtful, human-centered design experiences from concept to completion. Visual storyteller with attention to detail, experienced working in fast-paced ambiguous environments and achieving business goals.

## Experience

- **KUTYLA DESIGN** Chicago, IL  
**Art Director & Senior Designer** 2010-Present  
Conceptualized, designed, presented, produced and delivered impactful design solutions exceeding client expectations. Managed the development and evolution of brand experiences across digital and print communications.  
**Baxter** Designed the global corporate responsibility website and interactive report from concept to launch. Advocated a user-centric approach in designing the report layout and website templates. Elevated the understanding, usability, aesthetics, and quality of the report. Increased production efficiency through collaboration with designers, copywriters and technical experts and saved the budget by 50%.  
**99 Brand Liqueur** Achieved double digits annual sales growth and inspired the launch of a new spirits product line. Conceptualized, designed and art directed the award-winning liqueur packaging redesign encompassing 15+ flavors in five bottle sizes. Created the point-of-sale, website, promotional merchandise, templates and in-store marketing. Led and directed the creative team in the production of all brand packaging and marketing collateral. Managed quality standards, crafted brand guidelines and produced detailed design assets to effectively communicate new flavor styles and maintain brand cohesion across all platforms.  
**Got Milk?** Established the visual design for the national *Got Milk?* Campaign initiative, "Pour One More," including the event signage, microsite and in-store marketing collateral. Produced the comprehensive national research report, "What America's Missing." Translated insights into engaging data visualizations and raised awareness in regards to America's nutrient gap.
- **RESOLUTE CONSULTING** Chicago, IL  
**Design Consultant** 2017  
Lead designer for the *American Beverage Association's* campaign to repeal Illinois's new sweetened beverage tax. Successfully repealed the sweetened beverage tax – just two months after the tax went into effect. Deliverables included the logo, fact sheets, posters, flyers, direct mailers and store signage.
- **LOGISTICS PLATFORM START-UP** Chicago, IL  
**Art Director & UI/UX Design Lead** 2016-2017  
Conceptualized, designed and produced the full brand experience encompassing the logo, style guide, presentation pitch decks, slide templates, website and mobile app UI. Established the creative vision and core visual language through creating wireframes, mockups, design specs, prototypes and sitemaps. Effectively translated design vision and secured a \$10 million funding boost.
- **CHICAGO CREATIVE WORKS** Chicago, IL  
**Design Consultant** 2009-2015  
Transformed public health data sets into engaging educational infographics for the *Chicago Department of Public Health*. Crafted 12 key wellness priorities to inspire and revitalize Chicago into the nation's healthiest city.
- **BLOOMINGTON PLAYWRIGHTS PROJECT** Bloomington, IN  
**Lead Designer & Illustrator** 2008-2010  
Illustrated a series of posters and streamlined the brand experience. Explored new design concepts and visual styles to promote the season plays.

## Skills

- **Creative** Visual design, graphic design, branding, creative strategy, typography, color, concept development, digital, print, packaging, layout, composition, data visualization, marketing, advertising, iconography, presentation, UX/UI design, illustration, visual communication
- **Technical** Adobe Creative Suite (Illustrator, InDesign, Photoshop, XD), Figma, Sketch, Axure, InVision, Keynote, Microsoft Office, Basic HTML & CSS
- **Languages** Fluent in English & Korean

## Awards

- **Microliquor Spirit Package Design**  
*Oma's Cherry Infused Vodka*
- **Graphic Design USA Package Design**  
*Granny's Gingerbread Cream Liqueur*
- **Graphic Design USA Package Design**  
*99 Brand Liqueur*
- **Graphic Design USA Package Design**  
*Calypso Spiced Rum*

## Happy Clients

Seneca Foods, Baxter, Grainger, Lawry's, McCormick, National Milk Industry/ Got Milk?, Abbott, Indiana University, Sazerac, 99 Brand Liqueur, American Beverage Association, BDT & Company Merchant Bank, Molex, National Pork Board, Calypso Rum, Northwestern Memorial Hospital, KCESD Law, Pyrex, Jordan Knauff Investment Bankers, OLFA, Chicago Department of Public Health

## Education

**INDIANA UNIVERSITY BLOOMINGTON**  
**B.A.** Graphic Design & Psychology