



# kristen bower

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## work experience

### Pennsylvania Horticultural Society

#### creative services manager · 2015 – present

- Design print and digital collateral including, but not limited to, brochures, posters, handouts, advertisements, logos, invitations, signage, website graphics, and e-blast graphics for various non-profit PHS programs such as Plant One Million, Tree Tenders, City Harvest, and more; as well as for annual events such as Pop Up Gardens, PHeaSt, and the Philadelphia Flower Show
- Work collaboratively with diverse teams on multiple projects concurrently
- Manage the Creative Services Team in print and digital graphic design
- Implement organization-wide graphic standards and branding
- Assign and manage projects from concept through production ensuring deadlines and budget guidelines are met
- Establish and maintain best practices for efficient work-flow and file organization
- Provide insight and guidance to staff members toward the effective creation of printed and digital materials
- Establish and maintain financially efficient methods for printing, supplies and services
- Develop and maintain strong relationships with vendors from cost negotiation to production
- Oversee and implement advertising plan and signage for the annual Philadelphia Flower Show

### AVL Digital (Disc Makers and Oasis Disc Manufacturing)

#### senior graphic designer / senior art director · 1994 – 2015

- Designed and prepared press-ready files for CD packages, DVD packages, promotional flyers, and posters for various genres of independent music and film
- Designed digital CD covers for use on online music stores
- Handled multiple projects per day at various stages in the design and production process in a high-pressure, deadline-oriented environment
- Supervised and motivated a staff of graphic designers; provided training, technical assistance, design consultation, prioritized projects and proofed work
- Kept track of designers' performance, conducted annual performance reviews and quarterly check-ins
- Established and maintained performance standards and best practices for departmental processes and procedures
- Wrote and maintained training manuals for new hires
- Led training classes for new project managers and product specialists to familiarize them with the Design Studio
- Communicated daily with customers, product specialists and project managers regarding design and consulted with print shop and CD plant managers in order to ensure quality
- Sought out opportunities for improvement by participating on the Print Quality Team and leading the Disc Quality Team

### Richard Hagy Marketing

#### graphic designer · 1992 – 1994

- Designed and prepared press-ready files for logos, brochures, flyers, newspaper ads and magazine ads for A-1 Limousine, Triangle Art Supply, and other central New Jersey businesses.
- Wrote copy for ads, brochures, and radio spots
- Consulted with printers and met with clients and vendors

### Genesis Communications

#### intern · 1991

- Designed and prepared press-ready files for brochures, annual reports, and flyers for non-profit organizations

### Campbell Soup Company

#### intern · 1989

- Created mechanicals for soup cans and frozen meal packages
- Assisted in creating the Marie's salad dressing logo

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## freelance

### NJ Department of Community Affairs

#### freelance graphic designer · 1998 – 2009

- Created signage for the annual Building Safety Conference

### Clearscope

#### freelance graphic designer · 2002

- Designed corporate logo, stationary, business cards and website for Clearscope's client Account Recovery

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## pro bono

### Morris Arboretum · 2015 – 2016

- Wrote articles and took photos as a guest blogger

### Saint Matthew Lutheran Church · 2000 and 2010

- Designed logo and brochure for 50th anniversary
- Designed logo, stationary, brochure, t-shirts, window decals, and more for 60th anniversary

### The Willingboro Historical Society · 2008

- Designed brochure to help educate the public and raise funds for Willingboro's Little Red Schoolhouse

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## education

### University of the Arts Continuing Education · 2012 – 2014

- Web Design Essentials Certificate

### University of the Arts · 1988 – 1992

- BFA in Graphic Design