



kristen bower

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work experience

Pennsylvania Horticultural Society

Associate Director of Creative Services · 2015 – present

- Supervise team of two designers and freelancers, providing art direction on print, digital, and website design
- Keep track of designers' performance, conduct annual performance reviews and quarterly check-ins
- Implement organization-wide visual 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 workflow 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 development of all advertising, signage and merchandise for the annual PHS Philadelphia Flower Show
- Design print and digital materials including brochures, posters, flyers, ads, logos, invitations, signage, website graphics, e-blast graphics, and more for annual events such as the PHS Pop Up Gardens, PHeaSt, and the Philadelphia Flower Show, as well as for PHS's various non-profit programs that center around inspiring home gardeners through workshops and events, increasing tree canopy, establishing and maintaining community gardens, transforming vacant land, and providing workforce development opportunities in the field of horticulture.

Disc Makers

Senior Art Director / Senior Graphic Designer · 1994 – 2015

- Supervised and motivated a staff of nine graphic designers; provided training, technical assistance, and art direction.
- 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
- 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

Richard Hagy Marketing

Graphic Designer · 1992 – 1994

- Designed and prepared press-ready files for logos, brochures, flyers, newspaper 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

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

pro bono

Morris Arboretum · 2015 – 2016

- Wrote blog posts 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

education

University of the Arts Continuing Education

- Web Design Essentials Certificate

University of the Arts

- BFA in Graphic Design