

kristen bower



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● experience

Natural Lands

Art Director · 2023 – present

- Supervises the Design Team and oversees print and digital brand visuals for Natural Lands, a non-profit that saves open space, cares for nature, and connects people with the outdoors; works with project managers across the organization to establish conceptual and stylistic direction for their design needs; manages project schedule to ensure timely completion and adherence to allocated budgets; coordinates fabrication, installation, and maintains inventory of wayfinding and informational signage for all of Natural Lands' nature preserves and public garden.
- Designs printed collateral, including a bi-annual magazine, trail guides, brochures, flyers, promotional mailings, fundraising solicitations, ads, and signage; creates digital ads and graphics for social media, email, and website.

Pennsylvania Horticultural Society

Director of Creative Services · 2015 – 2023

- Supervised the Creative Services Team and freelancers while overseeing all print and digital brand visuals for PHS, a non-profit that uses horticulture to advance the health and well-being of their region; collaborated with project managers from various departments to determine design needs and conceptualize ideas; established and maintained processes and best practices; managed project schedule to ensure deadlines and budgets were met.
- Designed printed materials and digital graphics for PHS's various programs and events, including posters, brochures, flyers, ads, logos, invitations, signage, merchandise, presentations, and graphics for website, social media, email, and video.
- Art directed and designed theme art, advertising, signage, and merchandise for the annual PHS Philadelphia Flower Show, and supervised installation of all signage.

Noteworthy Accomplishments:

- Led brand refresh and redevelopment of PHS's website.
- Created a new wayfinding, place identification, and messaging signage system for the PHS Philadelphia Flower Show when it moved outdoors for two years due to the pandemic.
- Received gold, silver, and bronze awards from the International Festivals & Events Association from 2017 – 2021 for promotional posters, billboards, website, and various merchandise designs.

Disc Makers

Senior Art Director / Graphic Designer · 1994 – 2015

- Supervised a team of eight graphic designers and trained all new hires for the world's largest manufacturer of independent CDs and DVDs; participated on and led print-quality and disc-quality teams; communicated daily with customers, product specialists, and project managers regarding design; consulted with print shop and CD plant to ensure quality standards were met.
- Designed and art directed multiple CD and DVD packages, digital CD covers, and promotional posters per day in various genres.

Noteworthy Accomplishments:

- Helped build the in-house Design Studio into an award-winning team by establishing and maintaining performance standards and best practices, creating and maintaining a departmental training manual, and establishing and training a second Design Studio at a satellite office.
- CD package designs featured in *Print* magazine's Regional Design Annuals and in AIGA's "Reverberate" CD Packaging Show.

Richard Hagy Marketing

Graphic Designer · 1992 – 1994

- Designed and prepared press-ready files for logos, brochures, flyers, newspaper ads, and magazine ads for central New Jersey businesses.
- Consulted with printers and met with clients and vendors.

● education

- BFA in Graphic Design and Certificate in Web Design Essentials from University of the Arts.

● skills

● ● ● ● ● InDesign	● ● ● ● ● PowerPoint
● ● ● ● ● Photoshop	● ● ● ● ● Word
● ● ● ● ● Illustrator	● ● ● ● ● HTML/CSS



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