

kristen bower



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experience

Pennsylvania Horticultural Society

Associate Director of Creative Services · 2015 – present

- Design printed materials and digital graphics for PHS's various non-profit programs and annual events, such as the Philadelphia Flower Show, including brochures, posters, flyers, ads, logos, invitations, signage, presentations, and graphics for video, website, social media, and email.
- Supervise the Creative Services Team, as well as freelancers, and provide daily feedback, lead meetings, and conduct annual performance reviews.
- Establish and maintain processes and best practices.
- Manage project schedule, ensuring deadlines and budgets are met.
- Develop and maintain strong relationships with vendors and provide guidance to staff members toward the creation of effective visuals.
- Provide art direction on print, digital, and website design, and guidance on photography and video to ensure brand alignment.
- Art direct and oversee development of all advertising, signage, and merchandise for the annual Philadelphia Flower Show.

Recent accomplishments:

- Led PHS's brand refresh and redevelopment of the website (PHSonline.org).
- Created an all new way-finding, messaging, and place identification signage plan and visual guidelines for the first outdoor Philadelphia Flower Show.

Disc Makers

Senior Art Director / Senior Graphic Designer · 1994 – 2015

- Designed and art directed multiple CD and DVD packages, digital CD covers, and promotional posters per day in various genres for the world's largest manufacturer of independent CDs and DVDs.
- Trained new hires, supervised a team of eight graphic designers, and conducted yearly performance reviews.
- Participated on and led print-quality and disc-quality teams.
- 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.

Accomplishments:

- Established performance standards and best practices and created a Designer Training Manual for a rapidly growing Design Studio.
- Helped build the in-house Design Studio into an award-winning team.
- CD package designs featured in *Print* magazine's Regional Design Annuals.
- CD package designs featured 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.

skills

●●●●● InDesign ●●●●● PowerPoint

●●●●● Photoshop ●●●●● Word

●●●●● Illustrator ●●●●● HTML/CSS

education

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

recent awards

Awards received at the International Festivals & Events Association (IFEA) annual Pinnacle Awards:

2019

Silver for Best Promotional Poster and Best Merchandise Item (tumbler).
Bronze for Best Overall Merchandise and Best Outdoor Billboard.

2018

Gold for Best Promotional Poster, Best Overall Merchandise, and Best Merchandise Item (tumbler).
Bronze for Best Event Invitation.

2017

Gold for Best Overall Merchandise.
Silver for Best Clothing.

National Cherry Blossom Festival Poster Design Contest:

2018

One of two finalists chosen.

pro bono

Designed logos, stationary, brochures, t-shirts and more for Saint Matthew Lutheran Church's 50th and 60th anniversaries.

Designed brochure for Willingboro's Little Red Schoolhouse.



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