

DESIGNER // GRAPHIC + BRAND + WEB

KRISTIE WICKWIRE

EXPERIENCE

Wickwire Design // www.wickwiredesign.com

Freelance Web & Graphic Designer (January 2013–Present)

Provide creative services—including web design, brand development, logo & digital graphic design, print design, and copywriting—for multiple clients, including:

- **St. Louis Small Press Expo** (remote, ongoing since March 2014)
Manage design, content, and UI/UX of website. Provide copywriting and editing services. Assist with annual event conceptualization, curation, marketing, and coordination. Created social media marketing plan and brand strategy.
- **Invisibly** (3 months full-time, on-site)
Developed wireframe and prototype for improved website UI. Established a cohesive brand identity by creating vector icon packs, information graphics, business card design templates, Keynote and PowerPoint presentation templates, and a brand style guide. Designed industry-specific sales decks and a venture capital investment pitch deck.
- **Washington University, Olin Business School** (remote project)
Designed website UI, favicon, and digital graphics. Consulted on brand identity. Provided photography, copywriting, and editing services.
- **Washington University, Center for Experiential Learning** (1 year part-time, on-site)
Designed and produced print and digital marketing materials, including two informational booklets and email campaign graphics. Created blog content. Provided additional copywriting and editing services. Developed branded document templates for Microsoft Office applications. Consulted on website UI.
- **Cite Works Architects** (remote project)
Developed brand identity. Designed website UI, company logo, business cards, and letterhead. Provided copywriting and editing services.
- **Craft Beer Coolers** (remote project)
Developed brand identity. Designed website UI, company logo, and digital graphics. Provided copywriting and editing services.

Washington University // St. Louis, MO

Coordinator & Creative Programs Lead (January 2016–January 2018)

Launched new initiatives for Washington University's entrepreneurship center, helping drive rankings from #18 to the #7 entrepreneurship program in the country. Assisted with content management and Formidable custom form UI on Wordpress website. Created branded document templates for Microsoft Office applications. Developed several enduring programs including a student advisory committee, a freelance bootcamp, an interdisciplinary creator's exhibit, and guest speaker events, which collectively increased target engagement by 500% within the first year.

Please Hold Magazine // www.pleaseholdmagazine.com

Founder, Creative Director & Editor-In-Chief (May 2014–April 2017)

Founded and curated the quarterly online multimedia arts and literary publication, producing 7 issues and a short film festival. Managed design, content, and UI/UX of website. Designed digital and print materials—including social media graphics, flyers, postcards, and buttons—for creative campaigns to solicit submissions and build an international audience. Wrote editorial statements prefacing each issue.

CONTACT

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706.614.0586

EDUCATION

Washington University / Sam Fox School of Design & Visual Arts

BFA: Bachelor of Fine Arts (May 2013)
Studio Art & Creative Writing

Santa Reparata International School of Art
(January–April 2011)

Semester Abroad in Florence, Italy

SKILLS

Industry Knowledge

Web Design, Wireframing, UI/UX Design, Print & Digital Graphic Design, Brand Development, Writing (Creative, Persuasive, Editorial, Business, Web Copy), Editing, Curation, Content Management, Marketing (Social Media, Email, Guerrilla)

Soft Skills

Critical Thinking, Complex Problem Solving, Problem Definition, Strategy, Ideation, Creativity, Leadership, Collaboration, Diplomatic Communication, Active Listening, Time Management, Professionalism, Adaptability, Detail Orientation, Empathy, Integrity, Responsibility, Work Ethic

Tools & Technologies

Microsoft Office Suite (Excel, PowerPoint, Word), iOS Applications (Keynote, Numbers, Pages, iMovie), Adobe Creative Cloud (Acrobat, Illustrator, InDesign, Photoshop, XD), Front-End Development (HTML5, CSS, JavaScript), Wordpress, Weebly, Webflow, Squarespace, Wix, MailChimp, Letterpress

WEB PRESENCE

Design Portfolio

www.wickwiredesign.com

Personal Website

www.kristiewickwire.com

LinkedIn Profile

www.linkedin.com/in/kristiewickwire