

## RESUME

# KRISTIE WICKWIRE

DESIGNER // GRAPHIC + BRAND + WEB

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## EXPERIENCE

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3/2014 - Present

### ST. LOUIS SMALL PRESS EXPO

#### Steering Committee Member

Co-organize an award-winning annual exposition featuring up to 80 independent publishers and attracting 1,000+ patrons each year. Collaborate with respected local organizations including the St. Louis Public Library and the Pulitzer Arts Foundation. Manage design, content, and organization of website. Created social media marketing plan and brand strategy.

1/2013 - Present

### FREELANCE

#### Creative Consultant and Developer

Consult artists and creative entrepreneurs on their brand, portfolio, and website. Help creatives understand and strengthen their work through studio visits and discussion. Design and develop websites to communicate a cohesive brand.

1/2018 - 4/2018

### INVISIBLY (FORMERLY THE MCKELVEY PROJECT)

#### Sales and Marketing Support Manager

In-house creative services for early stage fintech startup founded by successful serial entrepreneurs. Designed and developed company-wide sales materials including general and industry-specific sales decks securing six-figure partnership agreements and a venture capital investment deck used by founders to raise seven figures in Series A funding. Established a cohesive brand identity across business card designs, Keynote and PowerPoint templates, and the company website.

1/2016 - 1/2018

### SKANDALARIS CENTER FOR INTERDISCIPLINARY INNOVATION AND ENTREPRENEURSHIP / WASHINGTON UNIVERSITY

#### Office Coordinator and Creative Programs Lead

Established standard procedures and developed systems to automate and/or streamline administrative responsibilities. Managed up to 11 student employees, successfully delegating much of the Center's daily operations. Developed new programs including a 3-day Freelance Bootcamp and a Creator's Gallery that engaged 60+ students from all 7 schools, increasing art school participation in Center programs by 500%.

5/2014 - 12/2016

### PLEASE HOLD MAGAZINE

#### Founder and Editor-in-chief

Conceptualized and launched online multimedia arts and literary magazine. Curated 7 themed issues featuring 10-17 out of 100+ quarterly feature submissions and wrote editorial statements prefacing each issue. Recruited and supervised 2-5 volunteer jurors and an assistant editor. Designed website and marketing materials.

## EDUCATION

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### BACHELOR OF FINE ARTS (BFA)

#### Sam Fox School of Design & Visual Arts / Washington University

2013: Studio Art, Creative Writing, Book Arts  
Santa Reparata International School of Art  
2011: Spring Study Abroad in Florence, Italy

## SKILLS

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Content Curation  
Brand Development  
Graphic Design, Web Design  
Writing, Editing, Proofreading  
Critical Thinking, Problem Solving, Ideation  
HTML5, CSS; familiar with JavaScript  
Microsoft Office Suite, Keynote  
Adobe Creative Cloud

## PUBLICATIONS

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**Foreword for Artist Catalog, *Not A Passive Journey*: Ann Wimsatt, Bruno David Gallery Publishing, 2017.**

**Seven Editorial Statements, Issues 1-7 of *Please Hold Magazine*, 2014-2016.**

**"An Elephant Never Forgets," Issue 6 of *PIECRUST Magazine*, "Mincemeat," 2014.**

## INVITED TALKS

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**Chimes Junior Honorary Banquet: "Citizenship" Theme, Washington University in St. Louis, February 2017.**

**PechaKucha Night #18: STL Design Week Edition, Contemporary Art Museum - St. Louis, September 2015.**