

kristen r. stutt

Designing pieces that are creatively inspired, communicate effectively, and provide value to my clients is my passion.

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Midlothian, Virginia 23112

PORTFOLIO

 nfusiondesign.com/portfolio

LINKEDIN

 linkedin.com/in/nfusion

EDUCATION

B.F.A., Graduated Cum Laude
Double Major, Communications
Arts & Design and Photography
Virginia Commonwealth
University, Richmond, VA
1993-1997

SKILLS

Adobe (InDesign, Photoshop,
Illustrator, Acrobat, Dreamweaver)
Microsoft (Word, Excel,
PowerPoint)
Social Media (Facebook, Twitter,
Instagram)
Email (MailChimp, Constant
Contact, AWeber)
Sketch
WordPress
HTML/CSS

WORDS THAT DESCRIBE ME

Friendly
Straightforward
Determined
Analytical
Designophile

HOBBIES

Traveling with family
Hiking with our dog
Cooking
Trying new things

Over the last 24 years, I've created distinctive logos, brochures, ads, websites, and more for quite a few *Fortune* 500 companies, including Altria, Truist Financial, Markel Corporation, and HCA Virginia. I've also worked with countless not-for-profit corporations to raise the bar on their brand and marketing strategies, such as *FIRST* (For Inspiration and Recognition of Science & Technology), the Mid-Atlantic Chapter of the American Heart Association, and *FETCH a Cure*.

AREAS OF EXPERTISE

Annual Reports, Logos/Corporate ID Packages, White Papers, Catalogs/Manuals, Corporate Templates in Microsoft, Event Collateral, and Digital/User Experience pieces (Social Graphics, Banner Ads, Emails, WordPress Websites).

WORK EXPERIENCE

2006 – PRESENT

Senior Graphic Designer / Owner – NFUSION, Inc.

- Designed and produced logo/corporate brand packages, digital stationery, WordPress websites, and matching collateral for a variety of clients.
- Advised Car Pool Car Wash on how best to engage with their target audience (social media, web, and on-site) and implemented a marketing campaign to increase sales.
- Created custom presentations in Microsoft PowerPoint, as well as digital stationery in Microsoft Word for *FIRST* by simplifying their original documents.
- Evaluated RBI's existing arborist catalog and overhauled the design to be easier to navigate and showcase their products more effectively.
- Contract and manage other designers, developers, and artists when the project needed arises.

2001 – 2006

Art Director / Special Projects Coordinator – Graphic Presentations, Inc.

- Produced variety of projects for Becker & Calliott Marketing with a focus on the housing industry including HTML websites, email campaigns, map creation, floor plan creation/cleanup, photo/illustration hand coloring, pdf form creation, photo editing, and point of sale displays.
- Developed year-long event campaigns for the American Heart Association including theme development, direct mailers, invitations, programs, displays, and prom items.
- Established my own client base where I was responsible for managing projects from start (meeting) to finish (invoicing).

1997 – 2001

Graphic Designer – Zeigler | Dacus

- Collaborated with the marketing team to concept design solutions regularly for Bon Secours Health System.
- Spearheaded smaller projects such as direct mailers, newsletters, and flyers for Fredericksburg Area Museum & Cultural Center, General Services Corporation, Luck Stone Corporation, and Virginia Economic Development Partnership (VEDP).
- Coordinated with various printers to procure estimates, select papers/inks, prepress projects, and press check items when necessary.