

## kristen r. stutt

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### PORTFOLIO

 [nfusiondesign.com](http://nfusiondesign.com)

### LINKEDIN

 [linkedin.com/in/nfusion](http://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)  
WordPress  
HTML/CSS  
Canva

### WORDS THAT DESCRIBE ME

Friendly  
Straightforward  
Determined  
Analytical  
Designophile

### HOBBIES

Traveling with family  
Hiking with our dog  
Cooking  
Trying new things

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

For over 30 years, I've created distinctive logos, reports, 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.