

# KIRSTEN THOMPSON

802-825-1235 | Essex, VT | swandaughter.com | linkedin.com/in/swandaughter | swandaughter@gmail.com

## SENIOR GRAPHIC DESIGNER | ART DIRECTOR

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Results-oriented, creative professional with over 10 years of experience crafting award-winning visuals for print and digital platforms for global brands (Korn Ferry, Gillette) to smaller New England shops, and fast-paced regional publications. Specializes in creative strategy and elegant design solutions. Committed to fostering strong partnerships and delivering exceptional client service, excelling in interpersonal communication and vendor relations to meet customer needs. Known for earning trust and recognition through design sensibility and a collaborative approach.

### SKILLS

**Technical:** Adobe Creative Suite (InDesign, Photoshop, Illustrator, InCopy, Acrobat, Keynote, Express), Slack, Trello, Figma, MS Office

**Design:** Marketing and Advertising, Packaging/CPG, POP, Digital Assets, Editorial, Exhibit, Logo, Web and Social, Corporate and Swag, Branding and Identity, Direct Mail, Color Management, Presentation, Typography, Image/Photo Retouching, Layout Design, Print Production, Prepress

**Professional:** Project Management, Organization, Creative Strategy, Vendor and Client Management, Brainstorming, Multitasking, Cross-Functional Collaboration, Emotional Intelligence, Big Picture Understanding, Flexibility, Open-Mindedness

### RELEVANT WORK EXPERIENCE

**Graphic Designer/Owner** | Swandaughter Design Studio | Essex, VT 07/2009 - Present  
Founded an award-winning design studio, conceptualizing and implementing tailored graphic solutions across various platforms to align with clients' marketing strategies. These applications included product development, collateral materials, branding, packaging, exhibit graphics, publications, and digital assets.

- Manage multiple projects for national and local clients, orchestrating seamless execution by actively listening to client needs and autonomously managing all aspects of design process.
- Known for bringing meticulous attention to detail, resulting in highly acclaimed and award-winning designs.

**Graphic Designer and Art Director** | DaCapo Publishing | Burlington, VT 06/2015 - 04/2024  
Hired initially part-time by *Seven Days*, a regional alt-weekly publication with a 91,000 weekly print readership across northern and central Vermont and Plattsburgh, NY. Hired full-time to design content including editorial layouts, house and retail ads, covers, brand identities, and digital assets. Promoted to Art Director and Lead Designer for additional publications such as *Kids VT*, *BTV*, and *Staytripper*.

**Graphic Designer** | *Seven Days* Newspaper

- Successfully completed 60+ design projects each year, consistently meeting or exceeding client expectations and hitting strict deadlines for project delivery.
- Developed and contributed to innovative cover concepts, event themes, and editorial illustrations through creative brainstorming sessions.
- Integrated feedback from cross-functional teams on layout and advertising designs, leading to senior staff approval, client satisfaction with print and digital ads, timely publication in a fast-paced environment.
- Developed multiple Illustrator artboard templates for digital assets, ensuring standardized naming and file creation for enhanced efficiency.
- First round of proofing of ad copy in the design process to enhance consistency and help ensure materials were error-free before print and online publication.

**Art Director** | *Kids VT* Magazine 04/2015 - 04/2024

- Managed overall design, visual style, and artistic tone for print publication using imagery, typography, illustration, photography, and general aesthetics to bring concepts to life while maintaining brand guidelines.
- Cultivated and nurtured positive relationships with local and nationally recognized photographers and illustrators, provided art direction, managed tight deadlines and strict budgets, and delivered high-quality creative work
- Led identity and branding design of state-wide youth civics initiative launched in 2018 contributing to successful sponsorships and approx. 600 participants over the past 6 years.
- Directed high-performing design team, overseeing the project from inception to completion, that consistently delivered projects on schedule, meeting 100% of all project deadlines.
- Organized magazine coloring contest, coordinating with illustrator, compiling, overseeing judging, communicating with young winners and parents, writing column copy, and sometimes wrangling award prizes.

**Lead Designer** | *BTV* and *Staytripper* Magazines 07/2017 - 04/2024

- Led the design, layout, prepress for print, and file prep for online and social media editions of Burlington International Airport's quarterly tourist magazine, and monthly/quarterly stay-cation magazine.
- Encouraged team members to take creative risks by fostering collaboration on solutions and mentoring emerging talent in creative exploration and adherence to brand guidelines.
- Sourced original and local cover photography from social media accounts, working with professional and hobby photographers for cost savings to magazines.

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### Graphic Designer | Lynn Publications | Colchester, VT

08/2013 - 06/2015

Led layout and design for local weekly newspaper - the *Essex Reporter*, along with special publications and the development of advertisements for local clients.

- Worked under strict deadlines and maintained frequent collaboration with writers, photographers, and the sales team to achieve successful publication.
- Responsible for asset management for publications and advertising clients.

## CAREER PROGRESSION

### Graphic Designer | Gillette | Boston, MA

Recruited to join Gillette's newly formed, in-house Creative Services department, collaborating directly with Account Managers in the Marketing Department. Gillette, a Boston-based American brand generating \$17.358 billion in revenue (2000), part of the beauty industry primarily focused on personal care and grooming products, was acquired by Procter & Gamble (P&G) in 2005. Provided design services and contributed to the development and expansion of in-house graphic design services for packaging designs, retail in-store collateral and displays.

- Led the design and execution of brand communication materials for grooming products, including POP, in-store signage, trade-related promotional materials, Special Packs, Warehouse Club Packs, Gift Sets, and any other Seasonal or Account-Specific Promotional Packaging, contributing to successful product launches and revenue growth most notably that of the Venus Razor.
- Partnered with Marketing Account Executives to craft recruitment booklets and documents for human resources, bolstering talent acquisition initiatives at leading national MBA programs.
- Ensured brand standards and content accuracy and kept multiple projects including ads, coupons, brochures, point-of-purchase materials and promotional packaging across Grooming Products sold in North America, moving forward according to deadlines.
- Played a direct role in producing the packaging mechanical files for the global line of female grooming products, from initial design introduction to final print.
- Collaborate on conceptualizing and directing photography for the Venus Razor launch.

### Graphic Designer | Korn Ferry | Los Angeles, CA

Joined Korn/Ferry International, a global organizational consulting firm, as a designer with their in-house, marketing department at their corporate headquarters, collaborated with cross-functional teams on all visual designs and printed materials distributed worldwide.

### Presentation Designer | Fidelity Investments | Boston, MA

### Production Artist | Gannett / USA Today Network | Burlington, VT

## EDUCATION

**Bachelor of Arts** | Marketing Communications and Advertising, minor in Graphic Design | Emerson College, Boston, MA

**Additional Design and Art Coursework:** Massachusetts College of Art, Boston, MA | ArtCenter College of Design, Pasadena, CA  
Otis College of Art and Design, Los Angeles, CA

## CERTIFICATIONS

**Web Design Certificate** | UVM Continuing Education

08/2023 - 01/2024