



**kristie george**  
design web marketing

### **Kristie Carter-George**

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## **Education**

The Art Institute of Washington  
Arlington, VA  
Graphic Design  
Bachelor of Fine Arts, Fall 2010

General Assembly  
Washington, DC  
Front End Web Development Course  
Certificate, April 2016

## **Skills & Software**

### **Design**

Photoshop  
Illustrator  
InDesign  
Acrobat  
Bridge  
Lightroom  
Calibre

### **Web**

HTML (intermediate)  
CSS (intermediate)  
jQuery (beginner)  
WordPress  
Squarespace

### **Video**

iMovie

### **Office**

Word  
PowerPoint  
Excel

## **Work Experience**

### **Edison Electric Institute**

August 2016 to Current  
Graphic Designer

- Interface with electric power industry issue experts to design communication and marketing materials, logos, reports, and digital graphics, which reach a large audience.
- Lead creative strategy and visual branding for more than 10 yearly meetings.
- Led visual rebranding of EEI's National Key Account Workshop, which attracts more than 700 attendees and is held twice a year.
- Led visual rebranding of EEI's Business Diversity Conference.
- Led creative strategy and visual branding for EEI's internal campaign to celebrate diversity and inclusion.

### **Bayne Corporation**

January 2017 to Current  
Subcontract Graphic Designer

Serve as principal designer for branding, print, and web projects for various local Washington D.C. government agencies.

- Department of Employment Services 2019 Annual Economic Report
- Occupational and Professional Licensing Boards and Commissions 2017 Annual Report
- 2019 Inauguration of Mayor Muriel Bowser Logo
- Department of Health #HPVFreeDC Campaign
- 1,000 Opportunities D.C. Initiative Website
- Mayor's Opportunity Scholarship Logo
- Mayor Marion S. Barry Summer Youth Employment Program 2017 Campaign Metro Ads
- Office of the Student Advocate Parent Leadership Series Logo

### **REJ & Associates**

June 2015 to July 2016  
Contract Graphic Designer for HUD

Served as principal designer for a variety of projects including web graphics, large documents, branding, booklets, posters, postcards, infographics and fliers. Created print and digital documents, which adhere to Section 508 standards. Responsible for printing and mounting all internal foam core signage.

### **Independent Contractor**

January 2013 to October 2016

#### **Elizabeth Glaser Pediatric AIDS Foundation** (June 2016 to October 2016)

Graphic Designer

- Designed print publications, large documents, and digital documents.

#### **Fuzion** (2015 to 2016)

EPUB Developer

- Developed epub versions of external client's quarterly print publication using HTML and CSS.

**National School Boards Association** (February 2015 to April 2015)

Graphic Designer

- Served as principal designer for a variety projects including branding, print, publications, web, and mobile.
- Designed the 2014 Annual Report.

**Institute of Scrap Recycling Industries, Inc.** (October 2014 to February 2015)

Front End Developer, Web Designer, Graphic Designer

- Completed over 80 projects, which included branding, print, publications, web design, mobile design, and web content management.
- Led visual rebranding of the ISRI Safety and Environmental Council.
- Redesigned the RIOS2 Certification website.
- Created graphics for the ISRI mobile application.
- Served as principal designer the 2014 Annual Report and ISRI Circle of Safety Excellence brochure.

**Association for Talent Development** (January 2014 to October 2014)

Graphic Designer

- Designed marketing materials, brands, print materials, large documents, publications, and digital materials.
- Completed over 200 projects.
- Helped stabilize the Creative Department's workload.
- Branded the Rapid Retooling and MENA conferences.
- Led redesign of the CPLP Candidate Brochure.
- Designed cover and interior layout for two books.

**American Academy of Physician Assistants** (February 2014 to May 2014)

Front End Developer, Web Designer

- Assisted in updating graphics and content on their annual IMPACT conference website.

**Center for Applied Linguistics** (October 2013 to January 2014)

Production Artist

- Created interactive versions of paper tests for ESL students.

**American Academy of Physician Assistants** (April 2013 to October 2013)

Graphic Designer

- Assisted in designing and developing projects, such as, branding, print, eNewsletters, and web design. Update content on WordPress websites.

**American Institutes for Research** (February 2013 to March 2013)

- Designed print and digital materials.
- Wrote copy for Social Media posts.

**Corporate Executive Board** (March 2013 to April 2013)

Production Artist

- Assisted in the transition to a new brand by updating documents.

**The Epilepsy Foundation**

April 2011 to January 2013

Web & Design Coordinator

- Served as principal designer for web graphics, brochures, booklets, logos, posters, newsletters, postcards, flyers, invitations, eNewsletters, magazine advertorials, newspaper ads, and branding.

- Assisted in managing the company's main and internal website using CommonSpot and SharePoint. Trained new employees on company's main and internal website.
- Managed and wrote content for social media outlets using Hootesuite.
- Managed and sent out e-mails using Convio.
- Wrote and initiated a new proposal for the company's brand and design direction.
- Designed and contributed language to a proposed Brand Manual.
- Proposed new processes for management of both web and print requests

### **Freelance**

February 2007 to Current

Freelance Graphic and Web Designer

Clients have hired me for a variety of projects including web design, e-commerce websites, print design, branding, and social media.

### **Recent Projects**

- Served as the principal designer for *Rock Your Blender!: Ultimate Smoothie Recipe Collection + Resource Guide* e-book. Deliverables included a 80+ e-book, landing page, e-mail design, and digital promotional graphics.
- Served as the principal designer for *The Lost Empire: Black Freemasonry in the Old West (1867-1906)*, a self-published book by James R. Morgan, III, which has sold 500+ copies since January 2019. Deliverables included a casewrap and dust jacket book, website, and marketing materials.
- Designed social media graphics to promote upcoming international trips for Roots to Glory Tours.

**Notable Clients:** The Art Institute of Washington, Kwikpoint, Addiction Policy Forum, Sheryl Lee Ralph, DC Appleseed, Howard University School of Law, Eating By Elaine, and KitchenCray.