



## kristie george

### Kristie Carter-George

kristiegeorge.com

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### Education

The Art Institute of Washington  
Arlington, VA

Graphic Design

Bachelor of Fine Arts, Fall 2010

Marketing to Diverse Audiences

LinkedIn

Certificate, July 2021

Enterprise Design Thinking

IBM

Practitioner Badge

June 2021

Introduction to Google SEO

Coursera

Certificate, December 2020

Brand Identity and Strategy

Coursera

Certificate, July 2020

Introduction to Marketing

Coursera

Certificate, January 2020

General Assembly

Washington, DC

Front End Web Development Course

Certificate, April 2016

### Summary of Qualifications

- Ten years experience as a Graphic Designer, designing print, digital, web, publications and reports, conference and visual branding, and marketing materials.
- Strategic Designer that understands and practices brand strategy and design thinking.
- I have expert knowledge of WordPress as a Frontend Developer, Designer, and Website Manager.
- Demonstrated the ability to manage multiple projects and stakeholders and execute deliverables on time.
- Demonstrated the ability to adapt quickly to new platforms and tools.
- Expert in Adobe InDesign, Photoshop, and Illustrator.

### Work Experience

#### Finsbury Glover Hering

September 2021 to Current

Associate Director, Design

#### The Conservation Fund

March 2020 to September 2021

Graphic Designer

- Interface with conservation industry experts to design communication and marketing materials, fundraising campaign materials, presentations, reports, and digital graphics, which reach individual, large, and corporate donors and partners.
- Maintain a photo database of over 25,000 custom images, including photography and videography: research and select imagery for print and digital materials.
- Managed external designer and printing process for North Coast Forest Conservation Initiative 2020 Annual Review
- Created branded PowerPoint and Word templates for internal staff. In addition, I led a training session for staff on how to use the templates.
- Conducted research and developed content for Redefining Conservation blog.
  - » *Taking PRIDE in LGBTQ+ History and Access to Nature* (co-authored)
  - » *African Americans in Conservation: Places and Spaces to Remember Black History*
  - » *African Americans in Conservation: Recognizing the Past to Inspire a Better Future*
  - » *African Americans in Conservation: Young Black Conservationists to Know*
  - » *Strengthening Conservation and Community Advocacy Through Parks During COVID-19* (Interview)
- Serve on the EDI Committee.
- Served on the Charles Jordan Intern Committee.

#### Edison Electric Institute

August 2016 to March 2020

Graphic Designer

- Interfaced with electric power industry issue experts to design communication and marketing materials, conference branding, logos, reports, signage, magazines, and digital graphics, which reach a large audience.

## **Skills & Software**

### **Design**

Photoshop  
Illustrator  
InDesign  
Canva  
Sketch  
Acrobat  
Bridge  
Lightroom  
Calibre

### **Web**

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

### **Social Media**

Management & Content Creation  
Pinterest Strategy & Management  
Twitter  
Instagram  
Facebook  
Snapchat

### **Video**

iMovie  
Premiere Pro  
After Effects

### **Office**

Word  
PowerPoint  
Excel

- Led creative strategy and visual branding for more than ten yearly meetings.
- Led visual rebranding of EEI's National Key Account Workshop, which attracts more than 700 attendees and convenes 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, digital, 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

- I served as a principal designer for various 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

- EGPAF contracted me to design print publications, large documents, and digital documents.

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

EPUB Developer

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

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

Graphic Designer

- NSBA contracted me to serve as a principal designer for various 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.
- I led the visual rebranding of the ISRI Safety and Environmental Council and redesigned the RIOS2 Certification website.
- Served as a principal designer the 2014 Annual Report and ISRI Circle of Safety Excellence brochure and created graphics for the ISRI mobile application.

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

Graphic Designer

- ATD contracted me to design marketing materials, brands, print materials, large documents, publications, conference branding, signage, and digital materials.
- Completed over 200 projects and helped stabilize the Creative Department's workload.
- I created the visual branding for the Rapid Retooling and MENA conferences.
- Led redesign of the CPLP Candidate Brochure and designed the cover and interior layout for two books.

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

Front End Developer, Web Designer

- AAPA hired me to assist in updating graphics and content on their annual IMPACT conference website.

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

Production Artist

- CAL contracted me to create interactive versions of paper tests for ESL students.

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

Graphic Designer

- AAPA contracted me as a lead designer on 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 and wrote copy for Social Media posts.

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

Production Artist

- CEB hired me to assist in the transition to a new brand by updating documents.

**The Epilepsy Foundation**

April 2011 to January 2013

Web & Design Coordinator

- I 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 website and intranet using CommonSpot and SharePoint. Trained new employees on how to update the company's website and intranet.

- 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**

Graphic Designer | Web Designer | Front End Developer | Brand Strategist

- I have worked with entrepreneurs, bloggers, authors, nonprofits, associations, and higher education institutions in the DC Metro area, including Howard University School of Law, Addiction Policy Forum, Eating by Elaine, Chris Haley, EJ's Pest Control, LCS Strategies & Alliance, and DC Appleseed.
- Manage a virtual assistant and external vendors.