



Kristina Reinholds  
GRAPHIC DESIGN

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kristinareinholds.com

**SKILLS**

- Adobe Creative Suite
- InDesign
- Photoshop
- Illustrator
- Bridge
- Adobe Digital Publishing Suite
- Final Cut Pro
- PowerPoint
- Excel

**AWARDS**

**2016 Folio: Ozzie Awards**

Smart Meetings Magazine

- B-to-B – Supplemental Annual or One Shot
- Media Kit
- B-to-B Series of Articles  
Special Report: Women Rising Up

**2015 Maggie Awards**

Smart Meetings Magazine

- Best Magazine under 50,000 circ
- Best Newsletter

**EXPERIENCE**

**Contract Packaging and Publications Designer** **2017–Present**

Blount International

- Updated catalogs, manuals, marketing materials and packaging to reflect current brand guidelines
- Retouched product photography and prepared imagery for catalogs
- Prepared files for print, checked for accuracy, and approved proofs
- Communicated with the creative team, marketing departments and print vendors to resolve production issues
- Produced original icon artwork for use in packaging and publications

**Freelance Production Designer** **2016–Present**

- Produced creative solutions for a variety of brands, produced layout for print materials, built mechanicals, prepared files for print
- Clients include:  
*HappyLucky*  
*Ivey Performace Marketing*  
*Nike*  
*Girl Scouts of Oregon and Southwest Washington*  
*Port of Vancouver*

**Production Designer** **2012–2016**

Bright Business Media/*Smart Meetings Magazine*

- Drove brand awareness through design of print and digital marketing collateral
- Increased magazine readership and kept ahead of competition with unique layouts and engaging photography and typography
- Implemented a system for managing and organizing creative assets, doubled productivity

**Graphic Design Intern** **2011–2012**

City College of San Francisco, Emerge Studio

- Increased awareness in student activities and classes through the creation of posters, fliers, invitations and the college literary publication

**EDUCATION**

**Academy of Art University**

MFA, Animation & Visual Effects

**San Francisco State University**

BA, Art