

Kristen McCann

Senior Graphic Designer & Illustrator

With 13 years of expertise in *branding*, *marketing*, *illustration* and *innovative design*, I deliver impactful solutions across *print*, *digital* and *experiential* platforms.

Work Experience

APRIL 2021 — NOVEMBER 2024

Woodlynde School — Senior Graphic Designer

Revitalized the school's brand to stand out in a saturated market, oversaw Annual Fund mailings, promotional items, handbooks, social media, newsletters, event invitations, signage, website art direction and management, interior design and more.

JANUARY 2021 — APRIL 2021

Signant Health — Senior Graphic Designer

Launched a new branding campaign, delivering a suite of graphic assets, including social media, sell sheets, PDF booklets, custom icon illustration, and PowerPoint presentations.

OCTOBER 2012 — MARCH 2020

The Franklin Institute — Senior Graphic Designer

Managed diverse projects spanning marketing, development, and exhibit design, while mentoring interns and junior designers. Acquired extensive hands-on experience across nearly every facet of design, including but not limited to email templates, postcards, publications, invitations, bus wraps, digital signage, and self-installed vinyl lettering.

MAY 2010 — DECEMBER 2022

Irish Edition Newspaper — Freelance Graphic Designer

Routinely designed a 24-page monthly newspaper, designed advertisements, maintained clean subscriber data, created mailing lists, labels, and other duties as assigned.

MAY 2011 — SEPTEMBER 2012

21xDesign — Freelance Graphic Designer

Executed projects including books, publications, tradeshow and advertising materials, and even an educational interactive game for preschool children.

Education

Google UX Design Professional Certificate Program — In Progress

Expected completion January 2025.

Temple University, Tyler School of Art — Bachelor of Fine Arts

Dual portfolio (print and web design) with a focus in Illustration

Awards

2024

VEGA Digital Awards

Woodlynde School — Art directed FinalSite for exceptional website design for enhancing Woodlynde School's admissions rate.

2018

Graphic Design USA's American InHouse Design Awards

The Franklin Institute — The Franklin Institute Awards Convocation Book

2015

Graphic Design USA's American InHouse Design Awards

The Franklin Institute — Field Trip Planner for Educators



Skills

Advertising Design
Art Direction
Brand Design, Management, and Guidelines
Branding Assets (Custom Icons & Patterns)
Digital Graphics (PDFs, Social Media)
Environmental Graphics
Experiential/Interactive Design
HTML/CSS
Illustration (Digital, Traditional, Vector)
Map Design
Motion Graphics
Organizational Skills
Photo Correction/Manipulation
Print Design and Pre-Press Production
Promo/Apparel Design and Production
Process/Systems Optimization
Signage/Vinyl Murals/Wayfinding/Digital
Digital Templates (Forms, Stationery, PPT)
UX/UI Design
Vinyl Lettering

Software Proficiency

Adobe Creative Cloud
Acrobat Pro
Creative Cloud Library
Express
Illustrator
InCopy
InDesign
Photoshop
After Effects
Asana
Canva
Constant Contact
Digital Asset Management
FileMaker Pro
FinalSite
Mac OS
Microsoft Office 365
Salesforce
WordPress
Zoom/Teams/Slack/Skype/Discord



Scan to view
my portfolio
stormistrations.com

REFERENCES



Carrie Becher

Final Site

Advantage Marketing Consultant
314.954.3998 (cell)
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Barb Chotiner

Children's Hospital of Philadelphia

Senior Designer / Art Director
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Christopher Kramaric

Church Farm School

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Jane Duffin

Irish Edition Newspaper

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Shauna Betof

Woodlynde School

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Greg Martin

Woodlynde School

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Main Line Health

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Dermot MacCormack

21xDesign / Temple University

Tyler School of Art & Architecture Professor
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Wells Fargo

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Newtown Cleaners

Owner / Seamstress
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Woodlynde School

Shauna Betof
Chief Advancement Officer
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610.293.6750

November 20, 2024

To Whom It May Concern:

It is my pleasure to recommend Kristen McCann, who served as Senior Graphic Designer at Woodlynde School for more than three years. During her time here, Kristen demonstrated exceptional graphic design skills and professionalism, elevating our school's visual presence and effectively communicating our mission through thoughtful and creative design.

Kristen possesses a strong aesthetic sense, consistently producing visually appealing work that is both innovative and aligned with the identity of our institution. Her ability to translate the school's mission and unique "feel" into compelling visual formats was instrumental in strengthening our brand and creating meaningful connections with our audiences. Whether through print materials, digital campaigns, or cross-platform projects, Kristen's work consistently reflected a deep understanding of how design can inspire and inform.

One of Kristen's greatest strengths is her graphic design versatility. She excels in creating designs that are not only visually appealing but also function effectively across multiple mediums. Her expertise spans a wide range of formats, from polished print publications to dynamic digital assets, all of which maintain a high level of quality and attention to detail.

Beyond her technical abilities, Kristen is a valued team member. She consistently brought a positive attitude, willingness to listen, and genuine spirit of cooperation to every project. Her collaborative nature and her contributions were appreciated by colleagues across departments.

Kristen's talent and ability to balance creativity with strategic objectives make her an asset to any organization. I am confident she will continue to deliver superb work and foster positive relationships in her next role. I wholeheartedly recommend Kristen for any opportunity where her skills and passion for design can make an impact.

Should you have any questions or require further information, please feel free to contact me at betof@woodlynde.org or 610.293.6750.

Sincerely,

Shauna Betof
Chief Advancement Officer
Woodlynde School