

# KRISTINE ARTICUNO

GRAPHIC DESIGNER & ARTIST

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## GRAPHIC DESIGNER | ILLUSTRATOR | CREATIVE STRATEGIST

Multidisciplinary designer with 10+ years of experience crafting story-driven visuals across digital and print. Known for translating complex ideas into clear, compelling design that supports mission-driven brands. Comfortable leading branding, marketing, illustration, and web projects from concept to execution. Driven by curiosity, clarity, and a passion for inclusive visual storytelling.

### SKILLS & TOOLS

**Design & Illustration:** Adobe Creative Suite (Photoshop, Illustrator, InDesign), Procreate, Canva

**Web & Digital:** Wix (desktop & mobile), Mailchimp, Publer, Hootsuite, Google Suites, Microsoft Suite, Chat GPT

**Marketing & Writing:** Social media strategy, eBlasts, UX copy, campaign messaging

**Workflow & Communication:** Client communication, project management, print coordination, B2B & B2C fulfillment, Prepress

### PROFESSIONAL EXPERIENCE

#### Freelance Graphic Designer | Remote: 23834, 23220, & 28403 | January 2015 - Present (10+ yrs)

- Collaborated with nonprofits, local brands, and small businesses to deliver strategic visual solutions across print, digital, and web
- Designed logos, brand systems, packaging, event collateral, and social media campaigns
- Created accessible, values-led work for advocacy campaigns and community organizations, raising \$2,300
- "Served 30+ clients over 10 years, including Southern Heritage Homes, Plaid Guy Designs, and Project Rochester

#### Creative Lead | Prim Marketing | Remote, 28403 | September 2023 - May 2025 (2 yrs)

- Created branded content and layouts for print, web, and social platforms for 10+ local clients, applying graphic design skills, layout, product illustrations, and desktop publishing expertise
- Produced product illustrations and marketing collateral under strict deadlines, ensuring consistent quality and delivery
- Managed client communication and vendor coordination; ensured timely, high-quality production
- Led website redesigns that increased traffic by 17%, improved usability, visual hierarchy, and accessibility

#### Lead Production Artist | Custom Ink | Remote, 23834 | February 2020 - May 2023 (3+ years)

- Produced custom artwork for merchandise and large-scale campaigns, maintaining brand accuracy
- Recreated user-submitted art for screen printing with consistent quality and efficiency
- Art Director for 10+ internal initiatives
- Engaged 200+ employees through internal events: *The Monster Project*, Inkquinox, Winter Market
- Led internal morale programs (e.g., pen-pal exchange, virtual pumpkin carving contest)
- Mentored 8 new hires and supported a team of 18 through biweekly one-on-ones, strengthening onboarding and team development

### EDUCATION

Virginia Commonwealth University | Bachelors of Fine Arts in Graphic Design | Richmond, VA | May 2010

### COMMUNITY & CREATIVE PROJECTS

**Solo Art Exhibition** - The Roasted Bookery, April 2025, exhibited 30 pieces of art, gross sales over \$600

**The Monster Project** - Contributed 6 reimaginings of children's monster drawings, paintings, digital, & stuffies 2018-2023

**Volunteer Events** - RVA Pride, Anthem Corporate Run, Richmond Folk Festival