

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, Brand Development
Web & Digital: Wix (desktop & mobile), Mailchimp, Publer, Hootsuite, Google Suites, Microsoft Suite, Chat GPT
Marketing & Writing: Social media strategy, eBlasts, UX copy, campaign messaging, AI Prompt Writing
Workflow & Communication: Client communication, project management, print coordination, B2B & B2C fulfillment, Prepress

PROFESSIONAL EXPERIENCE

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

- Developed branded content and layouts for print, web, and social platforms for 10+ local clients, applying graphic design skills, layout, and desktop publishing expertise
- Produced illustration assets 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 2021 - 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

Sr. Risk Coordinator | Remote: 23836 | January 2017 - February 2021

- Recognized for consistently high BP and PBQA quality scores, earning formal certificates, compliment calls, and 5 peer nominations for Pass the Baton, including 2 award wins
- Selected for Customer Resiliency Team (CRT) and Escalated Call Unit (ECU) pilots, supporting operational testing for LOB consolidation and AML Prohibited & Restricted portfolio scans
- Served as a Google Guide during the 2018 enterprise migration from Microsoft to Google tools, supporting ~200 agents through hands-on training and peer troubleshooting to ensure adoption and continuity
- Led and participated in morale, DEI, and community initiatives including *The Monster Project* (2017-2020), *Wanderlust Wednesdays*, *Project Gratitude*, *RVA Pride* (Out Front BRG), and the *Anthem Corporate Run*

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 - RVAPride, Anthem Corporate Run, Richmond Folk Festival