

KRISTINE ARTICUNO

GRAPHIC DESIGNER & ARTIST

804.731.5251

kristine.articuno@gmail.com

www.kristinearticuno.com

[Linkedin.com/in/kristine-articuno](https://www.linkedin.com/in/kristine-articuno)

ADOBE INDESIGN * ILLUSTRATOR * PHOTOSHOP * SPECIALTY IN BRAND IDENTITY

I am an artist with a background in graphic design, photography, and painting. I am a creative problem solver, an advocate for equity and equality for all, and one of my greatest joys is helping to cultivate success.

Proficient in Microsoft Office, Google Suites, Wix, Mailchimp, & Prepress (including specialty & clothing items).

PROFESSIONAL EXPERIENCE

Prim Marketing Group: CREATIVE LEAD

Wilmington, North Carolina

2023 – Current

Providing social media strategy, website design, and creative direction for branded materials such as t-shirts, lanyards, and print ephemera. Communicating and coordinating with printers and merchants to ensure high-quality, cohesive marketing deliverables.

- Edited websites via Wix
- Created visuals and copy for Social Media posts within branding guidelines
- Worked in Canva to create dynamic ads
- Created and edited ephemera and personalized merchandise

Heks Plume, LLC: ARTIST, FOUNDER

Colonial Heights, Virginia

2022 – Current

Over a decade of freelancing led to the creation of Heks Plume, an art brand featuring my hand painted goods, digital art, stickers, and paper crafts and has expanded to feature other curated artists' work.

- Designed cohesive branding system
- Attended and sold handcrafted goods at multiple craft markets
- Launched online store via Etsy
- Engineered first to market foldable paper tarot card stand

Custom Ink: LEAD EXPERT PRODUCTION ARTIST

Remote, (Charlottesville, Virginia)

2021 – 2023

Recreating customer uploads by redrawing, matching fonts & color. Liasoning between peers & leadership by building authentic trusted relationships while leading internal projects for engagement & morale.

- Spearheaded various internal projects, including THE EXCHANGE: a pen pal program, & a virtual pumpkin carving event.
- Designed and coordinated an internal chapter of "The Monster Project", recreating children's monster drawings
- Assisted in designing and facilitating the Winter Market Program to support local internal businesses
- Art Directed Inquinox, and other various morale programs
- Coached newly hired team members

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PROFESSIONAL EXPERIENCE CONT.

Staples: SALES ASSOCIATE, PRINT & MARKETING

Colonial Heights, Virginia

2020

Offering creative solutions customers, ensuring excellent customer service in all copy & print marketing solutions.

- Consulted with customers to understand their needs, made suggestions and produced professionally finished products using the print and production equipment
- Adhered to copy & print and company processes, procedures, policies, and safety standards
- Learned internal systems to print, submit, and edit documents for prepress setup.

Richard Bland College of William & Mary: PROJECT ASSISTANT

Prince George, Virginia

2018

Provided administrative level support of the department of Auxiliary Enterprises operations with special projects.

- Created branding elements and ephemera for events including signage, fliers, tickets, badges, logos, etc.
- Assisted with the coordination, organization, and touring of the Wedding Venue "Weddings in the Grove", the Pecan Festival, the Golf Tournament and other campus events.
- Regularly assisted with the compilation of complex spreadsheets, calendar management, & general correspondence.

Canaan Printing: LEAD GRAPHIC DESIGNER

Richmond, Virginia

2015 – 2017

Managed three associates and inventory while creating, editing, & designing ephemera for offset/digital printing.

- Created: Checklist for employees to reduce error & create more efficient workflow, Instructional notebook to guide new employees on workflow, and Managed Social Media to improve digital customer experience
- Built morale through the creation of Wanderlust Wednesday – a weekly event that celebrated teamwork, diversity, & explored different global cultures
- Consulted with clients and made recommendations to maximize their designs potential

EDUCATION / TRAINING

Bachelors of Fine Arts, Graphic Design

Virginia Commonwealth University, Richmond, Virginia

Coursera: UI UX Design Specialization: Visual Elements of Interface Design offered by CALARTS

Additional Courses: *Enhancing Individual and Group Creativity, Giving and Receiving Feedback, Building Trust, Unconscious Bias, Leading with Emotional Intelligence*

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COMMUNITY ENGAGEMENT

Solo Exhibition, The Roasted Bookery, April 2025

Monster Project, recreating children's monster drawings 2018-2022

Artober 2021, Plant Themed

Volunteer Events: Out Front (LGBTQ+ BRG) RVA Pride, Anthem Corporate Run, Richmond Folk Festival

American Institute of Graphic Arts: Position Conference Richmond, Virginia, April 2016

CLIENT LIST

Epilepsy Alliance of North Carolina

Rail & Stile

Head to Toe Dayspa and Salon

Burch Farms

The Town of Lake Waccamaw

Kathy Gordon Interior Design

National MS Society

Enterprise Car Sales

Remax

Napier Realty

Fort Lee Federal Credit Union

Smith Strong, PLC

Virginia Commonwealth University Health Services

Virginia Breast Cancer Foundation



www.kristinearticuno.com
(portfolio website)