



# Kristen Torralba

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## VISUAL DESIGNER

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- EXPERIENCE**
- OWNER & DESIGNER (Self-employed) / The KT Studio** *11/2022 – present*
- Established personal business featuring handcrafted products with original artwork, facilitating all stages of the creative process including—concept, branding, production, and packaging design.
  - Managing digital presence via e-commerce listings and social media posts with pertinent utilization of photography, editing, and copywriting.
  - Coordinating product displays at in-person events with deliberation toward layout and signage that enhance the shopper's experience and effectively present the merchandise.
- GRAPHIC DESIGNER (Freelance) / Unique Vintage** *05/2022 – 07/2022*
- Generated engaging digital assets by transforming marketing campaign concepts into deliverables for web in the form of email newsletters and social media posts.
- GRAPHIC DESIGNER (Freelance) / Shabda Press** *04/2019 – 04/2020*
- Created book cover designs for published poetry anthologies with aptitude for typography, imagery, color theory, and layout.
- GRAPHIC DESIGNER / ENTITY Academy** *08/2019 – 03/2020*
- Designed company's website to efficiently outline details of their educational offerings that focus on mentoring and empowering women to reach their career goals.
  - Promoted the ENTITY brand according to visual guidelines by designing printed ads and brochures, as well as digital assets for email campaigns and social media content.
  - Quickly executed quality pitch decks to visually communicate ENTITY's story, achievements, and data, resulting in partnerships with various organizations, such as Woz U, Springboard, and Leif.
- GRAPHIC DESIGNER / Aztlan Athletics** *09/2018 – 09/2019*
- Innovated new brand identity systems for over a dozen running marathon fundraiser events with visual concepts based on mission and values of partnering beneficiary.
  - Consistently applied relevant visual tone onto a wide range of collateral by adapting systemized artwork for materials, such as digital ads, printed signage, and merchandise.
  - Optimized design workflow by developing an organized digital toolkit with templates and production information specific to the deliverables necessary for each event.
- EDUCATION**
- ArtCenter Extension (ACX)** *01/2020 – 09/2021*
- Motion Design 1, Introduction to Interaction Design, Advanced Surface Design
- ArtCenter College of Design** *09/2014 – 04/2018*
- Bachelor of Fine Arts in Illustration with Designmatters Minor in Social Innovation
  - ArtCenter Student Government (ACSG) Project Lead & Director of Student Solutions
- SKILLS**
- Adobe Photoshop, Illustrator, InDesign, XD, After Effects, Acrobat, Microsoft Office, Google Suite, Keynote, Mailchimp, Dropbox, Slack, Miro, Squarespace, Wix, Figma, Sketch, Copywriting & Editing, Animated GIFs, Mood Boards, Photography & Photo-Retouching