



Kristen Torralba

VISUAL DESIGNER

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- EXPERIENCE**
- GRAPHIC DESIGNER (Freelance) / Afterglow Makers Market** *03/2023 – present*
- Producing visual assets, including social media ads and printed signage, to promote community craft market events and enhance the overall attendee experience.
- OWNER & DESIGNER (Self-employed) / The KT Studio** *11/2022 – present*
- Initiated personal crafting business featuring handmade products with original artwork, overseeing all stages of the creative process, from concept and art direction to production and packaging design.
 - Managing digital presence through e-commerce listings and social media posts, utilizing product photography, photo-editing, and copywriting.
 - Coordinating product displays at in-person events, creating layouts and signage to optimize the consumer's journey and effectively showcase merchandise.
- GRAPHIC DESIGNER (Freelance) / Unique Vintage** *05/2022 – 07/2022*
- Generated compelling marketing assets by transforming campaign briefs into deliverables for the web, including email newsletters and social media content.
- GRAPHIC DESIGNER (Freelance) / Shabda Press** *04/2019 – 04/2020*
- Created book cover designs for published poetry anthologies, demonstrating expertise in typography, imagery, color theory, and composition.
- GRAPHIC DESIGNER / ENTITY Academy** *08/2019 – 03/2020*
- Designed the company's website to effectively communicate key information regarding their career mentorship and training programs for women.
 - 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 present ENTITY's story, achievements, and data, resulting in successful 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, aligning visual concepts with the mission and values of partnering beneficiaries.
 - Consistently applied relevant visual tones with tactful composition across various collateral, including digital banners, printed signage, and merchandise.
 - Improved workflow efficiency by developing an organized digital toolkit with design templates, style guides, and production information specific to event deliverables.
- 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 Creative Suite (Photoshop, Illustrator, InDesign, XD, After Effects, and Acrobat), Figma, Sketch, Microsoft Office (Word, PowerPoint, and Excel), Google Suite, Keynote, Mailchimp, Dropbox, Slack, Miro, Copywriting & Editing, SEO, Animated GIFs, Mood Boards, Photography & Photo-Retouching