

kristy taylor

GRAPHIC DESIGN • CREATIVE DIRECTION



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kristycarroll.com



(716) 622-0503



Buffalo, NY

education & experience

2018
PRESENT

Senior Graphic Designer

BAYER • MATY'S HEALTHY PRODUCTS/STEM & ROOT
Boulder, CO (remote)

Manage and oversee the internal and external creative for two natural remedy brands by ensuring that brand standards are being met, pushed forward, and show up consistently across all channels.

Led brand design for innovation efforts across the Stem & Root brand. Helped launched 15 products from conceptualization to market within 2 years.

Collaborate with the marketing team to conceptualize and create designed content for organic and paid channels on social media platforms, email, retail, e-comm + website, presentations and more.

Create content for Amazon business including: designing animated product videos, directing lifestyle video production and photoshoots, continuously elevating the brand and product page designs to be unique to the consumer by staying up to date on current trends and optimizations within the competitive landscape.

Design and manage all aspects of the packaging design process for each brand's product portfolio by collaborating with cross-functional teams. This includes label design, finding solutions for innovative products across different categories and age groups, working closely with vendors and managing the production timeline.

Hire and manage additional designers with varying levels of expertise to ensure the design team is well rounded with new ideas and perspectives. Mentor designers to allow them to flex their creative abilities in new areas while meeting brand objectives.

2015
2018

Senior Graphic Designer

ANCIENT NUTRITION
Nashville, TN (remote)

Designed and co-managed all in-house graphic needs for one of the most popular natural supplement brands in the wellness space while it was a rapidly growing start-up brand. Collaborated with all departments to build brand awareness, educate consumers, and drive consistency throughout all platforms.

Created cohesive, engaging assets for email campaigns, product launches, paid and organic ads, ecommerce, programs, events, presentations and editorial content.

Hired, managed and oversaw progress of two junior designers by delegating workstreams and timelines, providing constructive feedback, and ensuring brand consistency was maintained throughout the design team at every touchpoint.

2014
2016

Graphic Designer

PROMOTIONAL EDGE ADVERTISING
Williamsville, NY

Sole designer for a small agency who managed the design, printing and shipping of advertising materials for a wide variety of clients in an extremely fast paced environment. Designed digital and print collateral for campaigns, ads, retail signage, POP, OOH, events, and printed media; most notably for Tim Hortons, nation wide.

Worked closely with printing vendors to remain cost efficient and developed strong relationships with clients to ensure customer satisfaction and loyalty.

2014

Bachelor of Fine Arts in Communication Design

STATE UNIVERSITY OF NEW YORK COLLEGE AT BUFFALO
Buffalo, NY

Senior Graphic Designer with 10 years of experience, 9 of them being in the natural wellness space. Highly developed skills in digital marketing, print, and brand design with a keen eye for detail. Accustomed to balancing multiple workstreams in deadline-driven environments, managing and collaborating with others, and developing creative solutions that are customer focused while keeping the brand integrity top of mind. An efficient, self-motivated worker with a true love for integrating design with problem solving.

software compatibility

Adobe Photoshop

Adobe Illustrator

Adobe After Effects

Adobe Indesign

Keynote & Powerpoint

Excel

Mailchimp & Klaviyo

Basecamp & Asana

skillset

Branding

Packaging Design

Digital + E-Comm Marketing

Creative Direction

Animation + Video

Illustration

Social Media Presence

Layout & Print Production

Website Design

Retail

Infographics & Editorial Design

interests

Jogging, being outdoors, traveling whenever possible, being on or near the water, reading, watching The Office and Modern Family on repeat