

A RESUME FOR KRISTI TOM

CONTACT

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EDUCATION

University of the Pacific

BFA Graphic Design
Class Of 2016

Skills

Ai Illustrator

Ps Photoshop

Id Indesign

Figma Figma

Ae After Effects

EXPERIENCE

Art Director

Hint Water • March 2024 - Present

DESCRIPTION

- Oversee omnichannel marketing campaigns, including point-of-sale, paid social media, packaging, email, direct mail, and organic social media.
- Leverage A/B testing, data-driven insights, and performance metrics to continually enhance and optimize creative content.
- Evolve Hint's brand identity and contribute to its development across all touch points.
- Ensure all output is high quality, polished, and strategically aligned with business objectives and market trends.

ACCOMPLISHMENT

- Developed 360-degree marketing campaign with Feeding America that exceeded target goals and resulted in 1.77 million meals donated.

Senior Graphic Designer, Brand and Promotions

Hint Water • March 2023 - March 2024

DESCRIPTION

- Design across print, web, and interactive media.
- Uphold brand guidelines and ensure high quality across all produced work.
- Identify project scope and prioritize in fast pace environment.
- Collaborate and build strong relationships cross functionally.
- Take ownership of designs from initial concepts to and production.

ACCOMPLISHMENT

- Launched creative campaign for new flavor launch, Hint Coconut. Resulted in 128% increase in sales compared to previous product launch.
- Developed designs from inception to completion for Black Friday 2023. Resulted in 37% increase in sales from the previous year.

Graphic Designer

Hint Water • July 2020 - March 2023

Graphic Designer

TCHO Chocolate • August 2017 - July 2020