

I'm Kristi Tom!

A designer based in the Bay Area.

Contact

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Website

kristitom.com

LinkedIn

linkedin.com/in/kristi-tom

Education

University of the Pacific

Class Of 2016

BFA Graphic Design

Experience

Hint Water

Senior graphic designer, brand and promotions

DATE

August 2020- Present

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 print and production

ACCOMPLISHMENTS

Developed 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.

TCHO Chocolate

Graphic designer

DATE

August 2017-August 2020

ASuop Graphic Design

Graphic designer, project manager

DATE

August 2014-August 2016

Skills

Figma EXPERT

Id EXPERT

Ps EXPERT

Ae INTERMEDIATE

Ai EXPERT

Xd EXPERT

Hobbies



My dog Twigg



Podcasts



Breakfast tacos