



Award-winning art director and designer proven to successfully lead art direction on individual projects and global brands. Hands-on creative involved in all visual aspects of projects, from conception to launch. Creator of new processes and visual solutions while ensuring compliance with corporate standards.

## Work Experience

**Surgalign** | San Diego, CA (Remote)

**Sr. Graphic Designer, February 2021 – Current**

Currently leading all US and International design projects for internal and external initiatives.

- Creative brand lead producing consistent identity for global deliverables (print + digital)
- Work directly with product managers and C-level employees to develop compelling advertising, sales tools, hospital guides, and trade show experiences

**Kristin Hardy Design** | Austin, TX

**Creative Director and Owner, June 2012 – Current**

Providing creative vision and design deliverables for various clients. Primarily branding, advertising campaigns, trade show support, editorial design, and direct marketing.

**NuVasive, Inc.** | San Diego, CA

**Graphic Design & Marketing, November 2015 – December 2018**

Reporting to the Director of Global Marketing, I designed both internal and external facing communications for product marketing teams and other organizational customers.

- Refreshed the global brand and collateral that supported both US and international product launches, trade shows, and sales representatives
- Design and art direction responsibilities: logos, iconography, brochures, guides, advertisements, direct mail, trade show, packaging design, slide decks, digital graphics

**Communicus** | San Diego, CA

**Graphic Design & Communications, February 2014 – November 2015**

Reporting to the CEO, I was the lead designer on all client facing deliverables for Fortune 500 accounts while completing a corporate re-brand.

- Web design, infographics, eBlasts, environmental design, video editing and social media management, trade show, PR and business development

## Work Experience (cont.)

**San Diego Home/Garden Lifestyles Magazine** | San Diego, CA

**Graphic Design and Advertising Coordinator, July 2012 – February 2014**

Reporting to the Creative Director, I designed print advertisements, editorial layouts, and sales tools.

- Responsible for design of all print ads, client management, and press checks
- Created sales tools, client proposals, on-site photography, illustration, web updates
- Maintained social media accounts and facilitated contests

**Good Time Design** | San Diego, CA

**Graphic Design & Marketing, August 2010 – June 2012**

Represented ten venues in downtown San Diego, CA and was responsible for creating unique brands for each location.

- Logos, signage, marketing collateral, photography and copywriting, apparel design, trade show, menus, social media graphics, and website support

## Education

**San Diego State University** | San Diego, CA | 2011

Bachelors in Arts with an emphasis in Graphic Design and a minor in Marketing.

## Awards

**Press Club Award** | 2021 | First Place

**Press Club Award** | 2019 | First Place

**Press Club Award** | 2014 | Third Place

## References

Available upon request

## Portfolio

[kristinhardydesign.com](http://kristinhardydesign.com)

