

# KRISTIN BOCKRATH

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Highly creative with background in print production, 3D signage and graphic design. Experienced in creating compelling marketing materials, improving visual communication and enhancing brand awareness. Strengths include strong conceptual skills, sound technical knowledge and ability to meet tight deadlines. Previous work resulted in significant improvement of visual branding consistency for clients.

- Graphic design
- Artistic problem solving
- Branding consistency
- Adobe Creative Suite (Photoshop, Illustrator)
- Branding and identity
- Print production
- Digital illustration
- Customer relationship management
- Project management
- Search engine optimization

## SMALL BUSINESS OWNER | CHROMANTICS - GARDEN GROVE | 08/2014 - CURRENT

- Followed corporate brand guidelines to enable brand consistency across campaigns and marketing programs.
- Created marketing campaigns to attract new customers.
- Maintained relationships with existing clients by providing superior customer service.
- Supervised performance of workers with goals of improving productivity, efficiency and cost savings.
- Oversaw project execution, phase progress, workmanship, and team performance to drive on-time completion of deliverables.
- Developed and implemented strategies to increase customer satisfaction and loyalty.
- Managed daily operations of business
- Produced comprehensive graphic design and physical works including logos, interior decor, signage and other visuals for print, manufacturing or web.
- Managed multiple projects simultaneously while adhering to tight deadlines.
- Analyzed customer feedback to identify areas of improvement within existing designs.

## MURALIST | MEAR CONSTRUCTION - GARDEN GROVE | 05/2017 - CURRENT

- Troubleshoot any issues that arose during the mural-making process with creative solutions.
- Created large-scale murals for a variety of clients, including businesses, and schools.
- Designed custom artwork to meet the needs of each customer.
- Adhered strictly to deadlines set by clients while completing projects within allocated budgets.

## DESIGNER | STICKERHUB - IRVINE, CA | 11/2012 - 03/2014

- Assisted in developing marketing strategies for new products based on customer needs analysis.
- Participated in brainstorming sessions to generate new ideas for product features or improvements.
- Produced comprehensive graphic design works including logos, icons, flyers, brochures and other visuals for print or web.
- Researched industry trends in digital media, technology, and web design best practices.
- Managed multiple projects simultaneously while adhering to tight deadlines.
- Created high quality visual designs that are both aesthetically pleasing and intuitive for users.
- Worked with client via email, phone and in-person to collect information to complete designs.

## EDUCATION & TRAINING

Laguna College of Art & Design | Laguna Beach, CA | 05/2011  
Bachelor of Arts: Illustration