



KRISTIE POPE
ART DIRECTOR

EDUCATION

Brandcenter -
Virginia Commonwealth University
M.A. in Business, Track: Art Direction

University of Maryland College Park
B.A. in Art Studio,
Concentration: Graphic Design

EXPERIENCE

///JUNE 2015-PRESENT: JUNIOR ART DIRECTOR

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- / Concept and design print and mobile solutions for clients including 4-H Center, AOL mobile apps, Georgetown University, Kia Motors Finance, Lane Bryant, LiveSafe Mobile
- / Craft presentation decks for external client pitches
- / Design logos, mobile app prototypes, style guides, and websites
- / Flexibly collaborate with cross-functional team members to bring creative concepts to life

///2014: ART DIRECTION INTERN

RP3 Agency

- / Concepted and designed campaigns for Source America account
- / Crafted imagery for RP3's Facebook page and blog

///2006-2013: COORDINATOR OF DESIGN & MARKETING

University of Maryland College Park
Adele H. Stamp Student Union

- / Designed banners, brochures, email marketing campaigns, flyers, logos, newspaper ads, posters, promotional items, signage, & website layouts
- / Proofed all media for design accuracy & brand consistency
- / Served as Art Director for annual building-wide special events
- / Supervised graphic design student employees, part-time & freelance designers
- / Tracked budget and expenditures with internal clients and external vendors

///2009-2010: COMPUTER GRAPHICS INSTRUCTOR

University of Maryland College Park
Art & Learning Center, Adele H. Stamp Student Union

- / Taught Adobe Illustrator, InDesign & Photoshop CS4 courses

///2006: CREATIVE SERVICES SPECIALIST

United States Conference of Catholic Bishops

- / Formatted text with style sheets for the "US Catholic Catechism for Adults"