

kristina harwick

G R A P H I C D E S I G N E R

profile

Hi! I am a graphic designer with a deep specialization in print design and a unique focus on both printing and finishing.

My expertise extends beyond creating compelling visuals; I manage every stage of the print process to ensure exceptional quality and precision. I handle the entire workflow, from initial design to final production, ensuring that every project meets the highest standards.

In addition to my print design work, I have a solid foundation in web design, including experience with Wix, Shopify, HTML/CSS, and fundamental WordPress editing. I excel at solving complex problems and have a proven track record of mastering new technical challenges. From setting up Google Workspaces to managing website migrations and configuring email domains, I thrive on learning and adapting to meet diverse needs. In short, if there's a challenge or a new skill to master, I'm adept at figuring it out and delivering effective solutions.

Additionally, I have a passion for hands-on creative work, including hand lettering, font design, and illustration.

experience

Cliff Ross Ad Agency & Design Studio

Lead Designer | Spring 2016–Fall 2024

As a graphic designer at Cliff Ross, I specialized in both print and web design, as well as print production. I worked directly with clients to bring their visions to life, ensuring their design needs are met with precision and creativity. My role involved close collaboration with clients to understand their goals, meet deadlines, and exceed expectations. By developing strong relationships an building trust, I became a trusted advisor, with clients often seeking my guidance on ongoing brand development and marketing strategies.

I designed various promotional materials and adapted these designs into web graphics, ensuring visual consistency across all platforms. My responsibilities extended to crafting and evolving brand identities, including logo design, custom websites, advertising materials, storefront designs, product labels, and character illustrations. I built and managed websites using tools such as Wix, Shopify, and basic HTML/CSS, tailored to enhance user experience and reflect the client's brand vision.

In addition to traditional design work, I am proficient in Adobe After Effects, creating motion graphics for advertising and social media to enhance engagement and visual impact. I also handled the layout, design, printing, and finishing of both small and large format printed pieces, ensuring each project met high-quality standards. I assisted in training new designers and developing SOPs, contributing to consistent, high-quality design and printing practices to streamline workflows across the company.

Sarott Design

Freelance Designer | Spring 2016–Summer 2017

Designed web ads for theatre shows in multiple sizes. Designed website, including font and color choices as well as photo manipulations.

Kudu Creative

Freelance Designer | Summer 2015–Winter 2015

Designed print pieces for local festivals. Created business cards according to brand guide lines as well as concepted and created ads and posters for various clients.

Kutztown University Communication Design Print Lab

Lab Monitor | Spring 2014–2015

MaryKay Representative Cathleen Woodbridge

Design Intern | Summer 2013

Publicis LifeBrands Medicus

Freelance Designer | Fall 2015

Worked remotely to create hand lettered title for children's book. Communicated with art directors to provide illustrated style appropriate for book content and audience.

Red Tettermer O'Connell + Partners

Creative Intern | Spring 2015

Assisted creatives with idea generation & production work including web ads, print ads & websites for multiple clients.

Kutztown Designathon

Volunteer Designer | Spring 2013, 2014 & 2015

skills

Print & Web Design
Typography
Illustration
Hand Lettering
Adobe Creative Suite
Print Production

Font Creation
Glyphs App
Photography
Wix
Shopify
HTML & CSS

education

Kutztown University Of Pennsylvania

Kutztown, PA | May 2015

B.F.A. in Communication Design
Concentrations: Advertising & Graphic Design