

Kassie Krofft

Senior Graphic
Designer

Details

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Profile

As a Senior Graphic Designer, I have over 5 years of experience in the industry. I have worked extensively with Photoshop, Illustrator, and InDesign to create both digital and print designs. My portfolio includes designing for logos, branding collateral, websites, advertisements, magazines, and more. I am extremely passionate about design and take pride in my work – always striving to push boundaries and come up with creative solutions that are on-brand and effective.

Employment History

Senior Graphic Designer at Middletown Press, CT

May 2022 - Present

- Led a team of 4 designers in creating the graphic design for a new line of products that generated \$2 million in sales within the first 6 months.
- Redesigned company website which resulted in a 20% increase in web traffic and online sales.
- Created an annual report design that won “Best Overall Design” at international competition.
- Led training sessions for junior designers on best practices for logo and branding development.
- Consistently met deadlines while working on multiple projects simultaneously, often under tight timelines and budget restrictions.

Graphic Designer at The Day, CT

Jul 2017 - Apr 2022

- Led a team of 4 in designing the graphics for 3 successful marketing campaigns, which generated a total of \$300,000 in sales.
 - Designed the layout and graphics for a 200-page coffee table book that sold 10,000 copies.
 - Created an original logo design that was chosen by 1 out of 3 companies as their new corporate logo.
 - Redesigned company website which increased web traffic by 50% and online sales by 20%.
 - Won “Best In Show” at Graphic Designers Society annual competition.
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Education

Associate's Degree in Graphic Design at Central Connecticut State University

Aug 2013 - May 2017

Some skills I've learned are color theory, typography, layout, and design principles.

Links

[linkedin.com/in/kassiekrofft](https://www.linkedin.com/in/kassiekrofft)