

KRISTEN COLLINSWORTH

CONTACT



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824 Lakerun Lane
Erlanger, KY 41018

EDUCATION

2004-2009

University of Cincinnati,
DAAP, Cincinnati, OH

Bachelor of Science
in Digital Design

Cum Laude

2000-2004

Stow-Munroe Falls
High School, Akron, OH



WORK EXPERIENCE

Organic, Inc., Cincinnati, OH
Associate Creative Director

Oversee the ongoing digital ecosystem for multiple brands within the MARS Petcare portfolio of brands. Work within the website, social, CRM and E-commerce owned environments to promote always on content as well as campaign initiatives. I work directly with internal and external teams to push the brand direction forward while also mentoring senior copywriters and art directors to do the same in growing both the brands as well as their own creative passions.

November 2018 - Present

POSSIBLE/Grey Midwest, Cincinnati, OH
Senior Art Director

Responsible for the overall aesthetic and design direction for always-on social as well as initiative and campaign work for Smucker's top tier brands, Smucker's core, Jif, Uncrustables, as well as Essilor, and Brillo. Manage copy and design disciplines within these brands while ensuring career growth and skill development of the team, both locally and globally.

July 2015 - November 2018

Empower/Powerhouse Factories, Cincinnati, OH
Senior Designer

Grew from associate designer to art director within six years while increasing work load and responsibility levels. Tasked with multiple accounts and design initiatives in both team environments as well as individual opportunities. Worked side by side with all creative agency disciplines to develop best in class digital, social, graphic and handcrafted work.

2009 - 2015

Hyperquake, Cincinnati, OH
Design Intern

Assisted the design process from conceptualization to implementation, focusing on digital capabilities. Executed design through production on multiple accounts while collaborating with team members from design, account and tech, while developing my personal style and award winning work.

2008