

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

Critical Mass, Cincinnati, OH

Associate Creative Director

Digital content specialist with expertise in campaign strategy, creation, and execution that elevates brand presence and enhances the consumer experience. Skilled in managing integrated digital ecosystems across websites, social media, CRM, and e-commerce platforms to deliver always-on content and high-impact campaign initiatives. Collaborates with cross-functional internal and external teams to ensure consistent brand execution while mentoring senior copywriters and art directors to strengthen creative excellence and brand application.

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 while collaborating with tech and account on award-winning work and new processes.

2008

