

KRISTEN HYDECK
DESIGN + ART DIRECTION
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EDUCATION THE ART INSTITUTE OF BOSTON

09.99-05.03 | BOSTON, MA | BFA IN GRAPHIC DESIGN WITH HONORS
Earned various merit & portfolio scholarships

THE ACADEMY FOR ART, SCIENCE, & TECHNOLOGY

09.97-06.99 | MYRTLE BEACH, SC | HIGH SCHOOL
Majored in fine arts & graphic design which led to multiple scholarships

SC GOVERNOR'S SCHOOL FOR THE ARTS

06.98-08.98 | SPARTANBURG, SC | SUMMER ARTS PROGRAMS
Awarded the chance to exhibit chosen works & study fine arts, photography, & art history courses

EXPERIENCE WECHSLER, ROSS, & PARTNERS

04.08-04.09 | NEW YORK, NY | GRAPHIC DESIGNER
Collaborated within a team-based atmosphere designing from concept to completion.
Clients consisted mostly of worldwide financial institutions & law firms

COLLINS + COMPANY ADVERTISING/DESIGN

06.06-04.08 | MYRTLE BEACH, SC | ART DIRECTOR
Art directed at the area's leading design studio; Case study: total re-branding national print, direct-mail, & interactive campaign for Wild Wing Plantation which led to a 90% conversion of targeted prospects to actual land buyers even within the declining real estate market

DSL ADVERTISING

06.05-06.06 | MYRTLE BEACH, SC | SENIOR GRAPHIC DESIGNER
Designed & collaborated on projects that varied widely at this large agency

MARKETING STRATEGIES, INC.

09.03-06.05 | MYRTLE BEACH, SC | ART DIRECTOR
With degree in hand, started as a junior designer at this small studio

STUDIO INFLUX

09.02-05.03 | BOSTON, MA | STUDENT COLLECTIVE OF EIGHT DESIGNERS
Collaboratively designed components for a national printmaking conference; it sold out early

EXIT 33

06.02-10.02 | BOSTON, MA | INTERN AT INTERACTIVE STUDIO
Assisted a team in creating multi-media educational tools for clients such as McGraw-Hill

FREELANCE

05.01-PRESENT | LOCAL & NATIONAL
Variety of clients include but are not limited to Pepsi, Starbucks, The New Britain Rock Cats, Guida's Milk & Ice Cream, Lake Compounce Theme Park, The Art Institute of Boston, Sherwin-Williams, United Way, various concerts & non-profits

HONORS 06.06-01.08 | FOR ART DIRECTION AT COLLINS & COMPANY

Won multiple Summit Awards, multiple Addy Awards including Best of Print Addy for 08, & assisted printer in winning 07 & 08 PICA Awards

01.04-5.04 | FOR ART DIRECTION AT MARKETING STRATEGIES

Won multiple Mannys, multiple Addys, & Jupiter Images' Liquid Library's Awards

MISC SOFTWARE

Extensive knowledge in Adobe Creative Suite (InDesign, Photoshop, Illustrator) & QuarkXPress; Basic knowledge in Microsoft Office, Powerpoint, Excel, Flash & HTML

MEMBERSHIPS

American Institute of Graphic Arts (AIGA) & American Advertising Federation (AAF)

CONFERENCES

2007 How Design Conference & 2005 AIGA Design Conference

References Available Upon Request