

Krystle de los Santos
San Ramon, CA
(925) 705-5096
krysdelossantos@gmail.com
www.krystledelossantos.com

ABOUT ME

Graphic Designer

* At heart, I'm an artist who loves to create - but in my mind, I like to develop efficient processes along the way. My passion is using the design process to turn ideas and concepts into something real, with purpose.

SKILLS

- * Adobe CC
- * Typography/Layout
- * MS Office/Google Docs
- * Mac OSX/PC
- * Cloud File Sharing
- * Market/Trend Research
- * PLM
- * Cross-Team Collaboration
- * Retail/Ecommerce
- * Digital/Print

EXPERIENCE

Product Designer, Magenta Inc, Berkeley, CA, Jan 2019-Mar 2020

- * Designed apparel and home accessories for Rae Dunn Baby, Garden, and Tabletop.
- * Helped implement PLM, reorganize files, and streamline processes to expand the department.

Wedding Stylist, Minted Local, San Francisco, CA, Dec 2016-Sep 2017

- * Worked with clients and curated beautiful, cohesive designs in line with theme/price point.
- * Conversion rate between 70-80%. Average deal size \$1,500. Tripled sales in 3 months.

PR Designer, Minted Corporate, San Francisco, CA, Jun 2015-Nov 2015

- * Produced deadline-driven assets for magazines, television, social media, and events.
- * Collaborated across departments to fulfill urgent requests and execute multiple projects.

Design Associate/Lead, Minted Operations, Oakland, CA, Jun 2014-Nov 2016

- * Utilized expert technical skills in Adobe CC to produce digital proofs and print-ready pdfs.
- * Solved problems and expedited orders by working closely with cross-functional teams.

Freelance Footwear Designer, Laforma, Mill Valley, CA, Jun 2011-Dec 2012

- * Assisted in developing seasonal footwear: shopping, researching, creating mood boards.
- * Sketched freehand/digital flats of uppers, outsoles, prints, appliqués, and embellishments.

Design Intern, CK Enterprises/Le Top, Concord, CA, Feb 2011-May 2011

- * Updated style inventory and compiled tech packs: flats, colorways, prints, and BOMs.
- * Prepped samples and assisted with product photography/post-processing for ecommerce.

EDUCATION

FIDM, San Francisco, CA, 2005-2009

- * AA Fashion Design

SDSU, San Diego, CA, 2001-2003

- * Transfer Student, Art

VOLUNTEER

Spirit Wear Chair, Hidden Hills PTA, San Ramon, CA, 2016-2018

- * Developed, designed, sourced, and distributed apparel for a local elementary school.

Instructor, Meet the Masters, San Ramon, CA, 2014-2015
* Taught young students about the art techniques and
styles of Master Artists.