# Kristin Young

College Station, TX | kristintevlin@gmail.com | (281) 731-4292
Portfolio: https://sites.google.com/view/kristinyoung

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Creative and detail-oriented graphic designer with over 6 years of experience in marketing, print, and digital design. Proven track record of executing impactful campaigns, producing compelling visual content, and managing cross-platform branding initiatives. Passionate about using design to support meaningful missions, especially within faith-based organizations. Highly skilled in Adobe Creative Suite, Canva, video editing, and social media strategy.

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## PROFESSIONAL EXPERIENCE

**Graphic Designer / Sales**
*Wakefield Sign Service – College Station, TX | Nov 2023 – Jan 2025*

- Designed custom signage including pylon, cabinet, illuminated, and reverse-lit signs.
- Led client communication, mock-up presentations, and technical production file prep.
- Supported the Marketing team and collaborated closely with vinyl production staff.
- Played a key role in improving workflow systems between art and production teams.
- Maintained website content, reviewed blog posts prior to publication, and managed SEO strategy in collaboration with our franchise partner's marketing firm to implement strategies that enhanced organic visibility, strengthened brand authority, and drove consistent traffic growth.

**Social Media Director**
*40 Days for Life – College Station, TX | Nov 2021 – Sep 2022*

- Created and executed daily content strategy across Instagram, Facebook, and Twitter.
- Increased Instagram followers by 643% and boosted engagement through influencer outreach.
- Designed custom graphics, infographic, videos, and reels aligned with the pro-life mission.
- Delivered real-time coverage of global events and analyzed performance metrics to refine content strategy.

**Graphic Artist**
*CC Creations – Bryan, TX | Apr 2021 – Nov 2021*

- Produced high-volume art files for apparel and promotional products by vectorizing and rasterizing designs.
- Streamlined design processes, reducing art completion time by 60%.
- Maintained strong client relations and ensured brand consistency across products.

**Account Executive**
*Priority One Public Relations @ SHSU – Huntsville, TX | Aug 2020 – Dec 2020*

- Collaborated with a student PR agency to develop full campaign strategies as well as custom brand creation such as logos and unique graphics.
- Created visual and written content for client brands' social media and marketing materials.
- Presented strategic communication plans and analytics reports.

**Graphic Designer**
*Student Money Management Center @ SHSU – Huntsville, TX | Sep 2019 – Dec 2020*

- Designed digital and print collateral for campus workshops and events.
- Scheduled content using Hootsuite and assisted with administrative coordination.

**Designer**
*Big Ass Balloons – Houston, TX | Jul 2018 – Aug 2020*

- Designed custom balloon installations for over 150 events.
- Handled logistics, client communication, and visual planning from concept to delivery.
- Solved onsite issues creatively while maintaining brand standards.

**Marketing Assistant**
*Minuteman Press Northwest – Houston, TX | Aug 2017 – Jan 2018*

- Assisted clients with print and design needs, from proofing to delivery.
- Supported daily operations, including design, printing, and file management.

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## EDUCATION

**Sam Houston State University** – Huntsville, TX
Bachelor of Arts in Mass Communications
Concentration in Public Relations and Advertising | Dec 2020

**Lone Star College** – Houston, TX
Associate of Arts | Jun 2018

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## SKILLS

**Design & Software:** Adobe Creative Suite (Illustrator, Photoshop, InDesign, Premiere Pro, After Effects, Lightroom), Canva
**Web & CMS:** WordPress, Squarespace, Wix, GoDaddy, Google Sites, HTML/CSS
**Content & Media:** Social Media Strategy, Reels, Video Editing, Photography
**Marketing & Analytics:** Hootsuite, Sprout Social, SEO, CoSchedule
**Other Strengths:** Typography, Color Theory, UI/UX, Time Management, Collaboration, Customer Service