

# Kristin Everson Mayer

Senior Visual Designer | SEATTLE, WA | EMAIL [kristineversonmayer@gmail.com](mailto:kristineversonmayer@gmail.com) | PORTFOLIO [kristineversonmayer.dunked.com](http://kristineversonmayer.dunked.com) | LINKEDIN [linkedin.com/in/kristineversonmayer](https://www.linkedin.com/in/kristineversonmayer)

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Senior Visual Designer with 25 years of experience building brands and visual systems for non-profit, healthcare, and entertainment organizations. Equally at home developing a campaign from scratch or turning around polished brand deliverables. A reliable, collaborative team contributor with deep expertise in print, digital, illustration, environmental design, and presentation design with a consistent record of doing meticulous, on-brand work. Currently building a flexible, project-based practice — available for part-time support to in-house creative teams and hands-on freelance engagements with individual companies.

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## CORE SKILLS

**Software & Tools:** Figma, Adobe XD, Mural, Adobe Creative Suite, Microsoft PowerPoint, Asana, Google Workspace, MS Teams, Squarespace, WordPress, Mailchimp

**Design Disciplines:** Brand identity & design systems, print & digital production, environmental & large-format design, presentation design, illustration & iconography, logo & package design, infographics & social media design, UX/UI visual design, template systems & SOPs

**Working Style:** Production artist & creative strategist, vendor & print production management, cross-functional collaboration, remote-ready, fast-paced high-volume delivery, self-starter & early adopter of new tools

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## WORK EXPERIENCE

### Contract Roles

08/2023 — Present

*Senior Visual Designer & Production Artist — Selected Engagements*

#### **BloodWorks NW** (Ongoing)

Digital and print creative support for the communications team creating and updating digital assets, web pages, print materials, and brand campaigns.

#### **National Nurses United** (August 2024 — March 2026)

Designed digital and print materials including field-use templates, environmental graphics for conventions, and social media. Created multiple campaign and event branding experiences, including the RedAlert bus campaign including a full bus wrap drawing national attention to hospital closures across California and other states.

#### **Marymoor Live Concert Series, Seattle** (Ongoing)

Creative Director and Brand Designer for a mid-sized annual music series — [marymoorlive.com](http://marymoorlive.com). Designed a PowerPoint case study that was instrumental in securing Toyota as a series sponsor.

#### **Touch Worldwide — Starbucks Leadership Experience 2025, Las Vegas** (May — June 2025)

Design and production artist for large-scale environmental graphics and C-suite presentation design. Team earned Bronze at the Event Marketer Experience Design Awards.

**Flyhomes** | Seattle, WA

08/2022 — 06/2023

Senior Brand Designer & Production Designer

- Contributed to rebrand across print and digital — presentations, one-sheets, social media, and illustrations — aligned to new brand guidelines and company mission.
- Rebranded stakeholder decks using grids, master pages, pixel-perfect alignment, and custom iconography.
- Built an automated template system enabling teams to produce high-end listing brochures, silent talkers, and social media posts independently.

Redfin | Seattle, WA

06/2019 – 08/2022 · Fall 2023 (contract)

Senior Brand/Production Designer

- Created out-of-home billboards, a custom customer persona card deck with original illustrations and packaging design, training videos, display advertising, presentations, and fillable forms.
- Managed design and production with print and fabrication vendors for wayfinding, large-format signage, and site-specific displays at two annual staff conventions (2,500+ attendees each).
- Developed monthly market infographics for the Redfin blog, translating complex research data into clear, visually engaging stories.

Kristin Everson Mayer Design | Seattle, WA

12/2004 – Present

Owner / Creative Director / Visual Designer

Full-service design studio serving 100+ clients. Selected highlights by industry:

- **Healthcare & Non-profit:** Boyer Children's Clinic, Washington Chapter of the American Academy of Pediatrics, BestStart Washington, EvergreenHealth Foundation, Neighborcare Health — print and digital materials supporting healthcare initiatives, major fundraising events, and internal communications.
- **Entertainment & Events:** Promotional materials for 4,000+ AEG Live NW events including Bumbershoot and Marymoor Park Concert Series. Show designs and marketing for Seattle Public Theater and ArtsWest across six full seasons (120+ productions).
- **Full service:** brand identity, logo design, packaging, website design, brand guides, custom illustration, poster design, social media, presentation design, and motion/animation.

EDUCATION & CERTIFICATIONS

Certificate — UX & Visual Interface Design

University of Washington | 2023 – 2024

AA — Visual Communications

Shoreline Community College

BA — Political Science

Western Washington University

AI TOOLS & ETHICAL PRACTICE

I incorporate AI tools to guide efficient design strategy and streamline production workflows — using them to accelerate research, inform decisions, and automate repetitive tasks. All creative work is original: I do not use AI for creative generation.

**Platforms:** Claude (Anthropic) · Microsoft Copilot · Midjourney (reference & upscaling) · AI Upscaling Tools

**AI USE CASE STUDY:** Co-working with Claude, I designed and built the complete operational and brand system for Rosie Rockford, an online clothing consignment business — from brand identity and client intake workflows to a dynamic pricing calculator and full go-to-market strategy. This end-to-end project demonstrates my ability to pair design thinking with systems thinking across digital, print, and operational touchpoints.