



KRISTIN HOEG

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EDUCATION

Certificate in Web Development, 2018
University of Massachusetts, Lowell, MA

BFA in Graphic Design, 2013
The College of Saint Rose, Albany, NY

DESIGN SKILLS

Executing clear, conceptual and clever ideas throughout all stages of design development, in the following areas: visual identity and branding, website design and development, web and mobile application design, studio photography, posters, brochures, newsletters, editorial and book design, packaging, and electronic pre-press production

DIGITAL SKILLS

Proficient in Adobe Creative Suite including Illustrator, Photoshop, InDesign XD and Dreamweaver, as well as Sketch and InVision. Vast knowledge of HTML and CSS. Experienced with JavaScript, ColdFusion, Java, Perl, Python and PHP.

PUBLICATIONS / AWARDS

TEMCo Industrial, August 2020
Campaigns across Amazon and eBay yielded historical high sales and profits, for the first time breaking one million dollars in sales for a single month.

SOUND ON SOUND MAGAZINE (US AND UK)

HeadRush Pedalboard, 2017
Print and web advertising campaign for the *HeadRush* Pedalboard. Led campaign as art director and designer.

M-Track 2X2M, 2016
Print and web advertising campaign for the *M-Audio* M-Track 2X2M featuring band Noblesse Oblige.

M-Track 2X2, 2016
Print and web advertising campaign for the *M-Audio* M-Track 2X2 featuring musician Conner Youngblood.

CTRL49, 2016
Print and web advertising campaign for the *M-Audio* CTRL49 (keyboard controller) featuring musician Gareth Thomas.

THE FADER MAGAZINE

M-Track 2X2M, 2016
Print and web advertising campaign for the *M-Audio* M-Track 2X2M featuring band Noblesse Oblige.

PROFESSIONAL EXPERIENCE

TEMCo INDUSTRIAL
Redmond, CA (Remote), 2019 - Present

eCommerce Content Manager
Managing and directing all digital content, optimizing visual presentation and performance across for wide-ranging product lines, extending brand reach across multiple eCommerce platforms.

THE LYNX GROUP

Cranbury NJ, 2018 - 2019

Junior Web Producer

Lead content producer for *CONQUER Magazine*, *JONS (the Journal of Oncology Navigation and Survivorship)* and the *AONN+ (the Academy of Oncology Nurse & Patient Navigators.)* Responsible for web design, development, conference promotion and digital strategy, as well as the creation and distribution of weekly emails.

THE ALTERNATIVE DAILY

Jupiter, FL (Remote), 2018

Graphic Designer

Creating diverse and conceptual layouts for print and electronic books.

inMUSIC BRANDS

Cumberland, RI, 2014 - 2018

Graphic Designer

Lead designer for *M-Audio* and *HeadRush*, while also working across all 16 brands, creating packaging, web and social media graphics, all marketing collateral, logos, advertisements, point of purchase displays and directing and shooting product and artist photography in studio and on set.

ADLIFE OFFICE

Providence, RI, 2013 - 2014

Graphic Designer

Assisted customers in a walk-in ad agency environment. Served primarily small business owners by creating logos, websites, business cards, brochures, social media graphics and signage.

NORTHEASTERN RETAIL LUMBER ASSOCIATION

East Greenbush, NY, 2012 - 2013

Graphic Design Intern

Assisted in all areas of marketing and design. Solely responsible for 300-page member directory, from early concepts all the way to completion. Created numerous brochures, invitations and promotional materials.

