

Kristine Hynes

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WORK EXPERIENCE

2018 – 2021

YAC SOCIAL / MARKET GRID
creative director

- Managed and directed design department
- Designed and executed a variety of projects from website design, development of brand elements, to social media graphics
- Acted as liaison between design department and other departments (Management, Customer Service, Sales, Development, etc.)
- Led an overhaul and redevelopment of company brand and main user platform
- Directly interfaced with customers as the face of the design department
- Created new vector of business through product photography for local clients
- As MarketGrid, the company restructured, adding both a global development and global design team. As creative director I oversaw the global design team, and liaised between the development team and customer service team
- In 2020, YAC migrated to new ownership, re-branded, and was renamed

2017 – 2018

YAC SOCIAL
*graphic designer
customer service*

- Began as an intern, was hired as part time and then full when the internship ended
- Applied concepts and techniques taught in college by actively designing a variety of works for small businesses throughout North America
- Specialized in web design, logo cleanup, and brand creation
- Managed a varied workload with different requirements and deadlines
- Worked among a team of 5-10 other design interns



EDUCATION

GRADUATED
2018

GRAND VALLEY STATE UNIVERSITY
*Bachelor of Fine Arts – Studio Art
Graphic Design Emphasis*

- Focused aspirations of design into a formal understanding of design principles
- Learned to navigate formal critique and presentation of ideas
- Focus on website design
- UI/UX design, app design, trade show booth logistics, personal branding, packaging, book design, poster design, and more

2010 – 2013

GRAND RAPIDS COMMUNITY COLLEGE
general studies

2008 – 2009

KENDALL COLLEGE OF ART AND DESIGN
general studies



SKILLS

Software: Photoshop, Illustrator, Lightroom, In Design, After Effects, Microsoft Office, HTML/CSS

Design: Logos, Print media, AdWords Display Ads, Brand Identity Development, Packaging Design, UI/UX Design

Other: Photography, Creativity, Group Work, Time Management, Communication



INTERESTS



Sci Fi



Dinosaurs



Sharks



Dog Training



Kayaking



ACTIVITIES

2016 – PRESENT

DOG SPORTS 4H LEADER

- Summer months; Teaching a group of children ages 8-18 how to show case their dog for proper conformation handling