

A RESUME FOR KRISTI TOM

CONTACT

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Website

kristitom.com

LinkedIn

linkedin.com/in/kristi-tom

EDUCATION

University of the Pacific

BFA Graphic Design

Skills

Ai

Illustrator

Ps

Photoshop

Id

Indesign

Figma

Figma

Ae

After Effects

○

AI Visual
Direction

EXPERIENCE

Art Director

Hint Water • March 2024 - Present

DESCRIPTION

- Oversee omnichannel marketing campaigns, including point of sale, paid social media, packaging, email, direct mail, and organic social media.
- Leverage A/B testing, data driven insights, and performance metrics to continually enhance and optimize creative content.
- Ensure all output is high quality, polished, and strategically aligned with business objectives and market trends.

ACCOMPLISHMENT

- Led art direction for a major brand refresh that drove a 28% increase in online sales and a 40% boost in first time buyer purchases.
- Directed creative for email, text, and influencer campaigns that successfully doubled normal customer click rates and reached an audience of over 3.8 million.

Senior Graphic Designer, Brand and Promotions

Hint Water • March 2023 - March 2024

DESCRIPTION

- Design across print, web, and interactive media.
- Uphold brand guidelines and ensure high quality across all produced work.
- Identify project scope and prioritize in fast pace environment.
- Collaborate and build strong relationships cross functionally.
- Take ownership of designs from initial concepts to and production.

ACCOMPLISHMENT

- Launched creative campaign for new flavor launch, Hint Coconut. Resulted in 128% increase in sales compared to previous product launches.
- Developed designs from inception to completion for Black Friday 2023. Resulted in 37% increase in sales from the previous year.

Graphic Designer

Hint Water • July 2020 - March 2023

Graphic Designer

TCHO Chocolate • August 2017 - July 2020